```
Set       Items    Description
S1           38    AU=(WILKINS C? OR WILKINS, C?)
S2        70324    ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION? OR POPUP OR -
                   POPUNDER OR POP()(UP OR UNDER)
S3         9240    COUPON? ? OR INCENTIVE? ? OR REWARD? OR REBATE?
S4      6060832    DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER? OR VI-
                   EW?
S5      1123321    PARAMETER? OR FACTOR OR FACTORS OR CRITERI?OR FEATUR? OR W-
                   EIGH? OR RULE? ?
S6       395814    FLIGHT? OR LINEAR? OR NONLINEAR
S7            1    S1 AND S2
S8        16039    S2(5N)S4
S9      1030702    TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BUYER? OR -
                   PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR PERSON?
                   ? OR SUBSCRIBER? OR ENTITIES OR ENTITY
S10         691    S8 AND S5
S11          22    S10 AND S6
S12         129    S10(15N)S9
S13        2866    S8(10N)(DISTRIBUT? OR ONLINE OR ON()LINE OR INTERNET OR IN-
                   TRANET OR WEB? OR HOMEPAGE OR HOME()PAGE OR NETWORK? OR PORTA-
                   L? OR WWW OR CYBER? OR LAN OR SERVER?)
S14        1351    S13(15N)S9
S15          35    S14 AND (S5 OR S6)
S16          74    (S11 OR S12 OR S15) AND IC=G06F-017/60
? show files
```

File 344:Chinese Patents Abs Aug 1985-2003/Nov
        (c) 2003 European Patent Office
File 347:JAPIO Oct 1976-2003/Oct(Updated 040202)
        (c) 2004 JPO & JAPIO
File 350:Derwent WPIX 1963-2004/UD,UM &UP=200415
        (c) 2004 Thomson Derwent
File 371:French Patents 1961-2002/BOPI 200209
        (c) 2002 INPI. All rts. reserv.

Bode Akintola08-Mar-04

```
Set      Items    Description
S1          6     AU=(WILKINS C? OR WILKINS, C?)
S2     110820     ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION?
S3      17326     COUPON? ? OR INCENTIVE? ? OR REWARD? OR REBATE?
S4     850224     PARAMETER? OR FACTOR OR FACTORS OR CRITERI?OR FEATUR? OR W-
                  EIGH? OR RULE? ?
S5      12006     S2(3N)(DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER?
                  OR VIEW?)
S6       4388     S5(20N)(TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BU-
                  YER? OR PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR
                  PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY)
S7        437     S6(15N)S4
S8         13     S7(S)(FLIGHT? OR LINEAR? OR NONLINEAR)
S9       1802     S5(5N)(DISTRIBUT? OR ONLINE OR ON()LINE OR INTERNET OR INT-
                  RANET OR WEB? OR HOMEPAGE OR HOME()PAGE OR NETWORK? OR PORTAL?
                  OR WWW OR CYBER? OR LAN OR SERVER?)
S10       918     S9(10N)(TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BU-
                  YER? OR PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR
                  PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY)
S11        42     S10(15N)S4
S12         0     S1 AND S2
S13        30     (S8 OR S11) AND IC=G06F-017/60
? show files
File 348:EUROPEAN PATENTS 1978-2004/Feb W05
        (c) 2004 European Patent Office
File 349:PCT FULLTEXT 1979-2002/UB=20040304,UT=20040226
        (c) 2004 WIPO/Univentio
```

Bode Akintola08-Mar-04

```
Set      Items     Description
S1          27     AU=(WILKINS C? OR WILKINS, C?)
S2     4500676     ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION? OR POPUP OR -
                   POPUNDER OR POP()(UP OR UNDER)
S3      214792     S2(3N)(DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER?
                   OR VIEW?)
S4       56282     S3(15N)(TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BU-
                   YER? OR PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR
                   PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY)
S5         672     S4(15N)(PARAMETER? OR FACTOR OR FACTORS OR CRITER?OR FEAT-
                   UR? OR WEIGH? OR RULE? ?)
S6           2     S5(S)(FLIGHT? OR LINEAR? OR NONLINEAR)
S7          91     S5(7N)(DISTRIBUT? OR ONLINE OR ON()LINE OR INTERNET OR INT-
                   RANET OR WEB? OR HOMEPAGE OR HOME()PAGE OR NETWORK? OR PORTAL?
                   OR WWW OR CYBER? OR LAN OR SERVER?)
S8          71     S7 NOT PY>2001
S9          45     RD (unique items)
S10         41     S9 NOT PD=20010116:20040308
S11          7     S1 AND S2
S12         48     S10 OR S11
S13         48     RD (unique items)
? show file
File    9:Business & Industry(R)  Jul/1994-2004/Mar 05
            (c) 2004 Resp. DB Svcs.
File   15:ABI/Inform(R) 1971-2004/Mar 08
            (c) 2004 ProQuest Info&Learning
File   16:Gale Group PROMT(R) 1990-2004/Mar 08
            (c) 2004 The Gale Group
File  148:Gale Group Trade & Industry DB 1976-2004/Mar 05
            (c)2004 The Gale Group
File  160:Gale Group PROMT(R) 1972-1989
            (c) 1999 The Gale Group
File  275:Gale Group Computer DB(TM) 1983-2004/Mar 08
            (c) 2004 The Gale Group
File  621:Gale Group New Prod.Annou.(R) 1985-2004/Mar 05
            (c) 2004 The Gale Group
File  636:Gale Group Newsletter DB(TM) 1987-2004/Mar 08
            (c) 2004 The Gale Group
File  635:Business Dateline(R) 1985-2004/Mar 06
            (c) 2004 ProQuest Info&Learning
```

Bode Akintola08-Mar-04

```
Set      Items    Description
S1          0     AU=(WILKINS C? OR WILKINS, C?)
S2    2919412     ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION? OR POPUP OR -
                  POPUNDER OR POP()(UP OR UNDER)
S3     125791     S2(3N)(DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER?
                  OR VIEW?)
S4      30294     S3(15N)(TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BU-
                  YER? OR PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR
                  PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY)
S5        295     S4(15N)(PARAMETER? OR FACTOR OR FACTORS OR CRITERI?OR FEAT-
                  UR? OR WEIGH? OR RULE? ?)
S6          0     S5(S)(FLIGHT? OR LINEAR? OR NONLINEAR?)
S7         40     S5(7N)(DISTRIBUT? OR ONLINE OR ON()LINE OR INTERNET OR INT-
                  RANET OR WEB? OR HOMEPAGE OR HOME()PAGE OR NETWORK? OR PORTAL?
                  OR WWW OR CYBER? OR LAN OR SERVER?)
S8        120     S4(S)(FLIGHT? OR LINEAR? OR NONLINEAR)
S9        102     (S7 OR S8) NOT PY>2001
S10        73     S9 NOT PD=20010116:20040308
S11        63     RD (unique items)
? show file
File  20:Dialog Global Reporter 1997-2004/Mar 08
         (c) 2004 The Dialog Corp.
File 476:Financial Times Fulltext 1982-2004/Mar 08
         (c) 2004 Financial Times Ltd
File 610:Business Wire 1999-2004/Mar 08
         (c) 2004 Business Wire.
File 613:PR Newswire 1999-2004/Mar 08
         (c) 2004 PR Newswire Association Inc
File 624:McGraw-Hill Publications 1985-2004/Mar 08
         (c) 2004 McGraw-Hill Co. Inc
File 634:San Jose Mercury  Jun 1985-2004/Mar 06
         (c) 2004 San Jose Mercury News
File 810:Business Wire 1986-1999/Feb 28
         (c) 1999 Business Wire
File 813:PR Newswire 1987-1999/Apr 30
         (c) 1999 PR Newswire Association Inc
File 570:Gale Group MARS(R) 1984-2004/Mar 08  .
         (c) 2004 The Gale Group
```

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Set      Items    Description
S1          38    AU=(WILKINS C? OR WILKINS, C?)
S2       70324    ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION? OR POPUP OR -
                  POPUNDER OR POP()(UP OR UNDER)
S3        9240    COUPON? ? OR INCENTIVE? ? OR REWARD? OR REBATE?
S4     6060832    DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER? OR VI-
                  EW?
S5     1123321    PARAMETER? OR FACTOR OR FACTORS OR CRITERI?OR FEATUR? OR W-
                  EIGH? OR RULE? ?
S6      395814    FLIGHT? OR LINEAR? OR NONLINEAR
S7           1    S1 AND S2
S8       16039    S2 (5N) S4
S9     1030702    TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BUYER? OR -
                  PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR PERSON?
                  ? OR SUBSCRIBER? OR ENTITIES OR ENTITY
S10        691    S8 AND S5
S11         22    S10 AND S6
S12        129    S10(15N)S9
S13       2866    S8(10N)(DISTRIBUT? OR ONLINE OR ON()LINE OR INTERNET OR IN-
                  TRANET OR WEB? OR HOMEPAGE OR HOME()PAGE OR NETWORK? OR PORTA-
                  L? OR WWW OR CYBER? OR LAN OR SERVER?)
S14       1351    S13(15N)S9
S15         35    S14 AND (S5 OR S6)
S16         74    (S11 OR S12 OR S15) AND IC=G06F-017/60
? show files
File 344:Chinese Patents Abs Aug 1985-2003/Nov
         (c) 2003 European Patent Office
File 347:JAPIO Oct 1976-2003/Oct(Updated 040202)
         (c) 2004 JPO & JAPIO
File 350:Derwent WPIX 1963-2004/UD,UM &UP=200415
         (c) 2004  Thomson Derwent
File 371:French Patents 1961-2002/BOPI 200209
         (c) 2002 INPI.  All rts. reserv.
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16/5/1   (Item 1 from file: 344)
DIALOG(R)File 344:Chinese Patents Abs
(c) 2003 European Patent Office. All rts. reserv.

4359813
GOLF COURSE MANAGEMENT SYSTEM
Patent Assignee: SANYO ELECTRIC CO (JP)
Author (Inventor): MATSUMOTO KAZUHISA (JP); MORITA KOJI (JP); TAKINOMOTO
    TAKEHIKO ET AL (JP)
Number of Patents: 003
Patent Family:
    CC Number   Kind   Date
    CN 1389814   A   20030108   (Basic)
    CN 1389815   A   20030108
    JP 2002358388   A2   20021213
    US 2002183872   AA   20021205
Application Data:
    CC Number   Kind   Date
    *JP 2001165575 A   20010531
    CN 2002122103   A   20020530
Abstract: The invention discloses the credit monitoring system being able
    to constrain the breach of promise. The information of the breach of
    promise of the constricted party is issued on the window of the
    advertisement. The controller of breach of promise realizes the
    positioning restriction through the localizer. That is to say only the
    constricted information prearranged between the constricting party and
    the constricted party can be collected. The caution information of the
    constricted party is shown on the window of the advertisement. The
    invention uses device and through the technique means to monitor the
    information of the breach of promite of the constricted party so as to
    prevent the human factors. Thus, the objectivity of the credit
    information is ensured.
IPC: **G06F-017/60** ; G06F-013/00

16/5/2   (Item 1 from file: 347)
DIALOG(R)File 347:JAPIO
(c) 2004 JPO & JAPIO. All rts. reserv.

07729770   **Image available**
AUTOMATIC VENDING MACHINE SYSTEM

PUB. NO.:   2003-223672 [JP 2003223672 A]
PUBLISHED: August 08, 2003 (20030808)
INVENTOR(s):   IKEZAKI JUNJI
                KIYOKAWA EIICHI
                MAEHARA YASUYUKI
APPLICANT(s):   JAPAN TOBACCO INC
APPL. NO.:   2002-020575 [JP 200220575]
FILED: January 29, 2002 (20020129)
INTL CLASS: G07F-009/02; **G06F-017/60** ; G06K-017/00

ABSTRACT
PROBLEM TO BE SOLVED: To provide an automatic vending machine system for
selecting and **presenting** **advertisement** contents of highest
advertisement effect according to an age bracket, a sex, and a preference
of a **user** , a sales date, an environmental **factor** in the sales, a sales
strategy, while minimizing a load to an automatic vending machine.

SOLUTION: The automatic vending machine 100 selects an advertisement URL by
a URL management part 1410 based on user information selected by a card

Bode Akintola08-Mar-04

information selecting part 121. After it obtains the advertisement contents from an advertisement management **server** 830 using the **advertisement** URL, a **display** part 102 and a speaker 106 **present** the **advertisement** contents to the **user** 200.

16/5/3   (Item 2 from file: 347)
DIALOG(R)File 347:JAPIO
(c) 2004 JPO & JAPIO. All rts. reserv.

07702813   **Image available**
INTELLIGENT POSTAGE CALCULATING MACHINE

PUB. NO.:	2003-196693 [JP 2003196693 A]
PUBLISHED:	July 11, 2003 (20030711)
INVENTOR(s):	HOBBS GEORGE BRADLEY
APPLICANT(s):	HEWLETT PACKARD CO (HP)
APPL. NO.:	2002-299306 [JP 2002299306]
FILED:	October 11, 2002 (20021011)
PRIORITY:	01 976704 [US 2001976704], US (United States of America), October 11, 2001 (20011011)
INTL CLASS:	G07B-017/00; **G06F-017/60**

ABSTRACT
PROBLEM TO BE SOLVED: To solve a problem that postage for printed documents cannot be known before measuring them for computer **users** who generate complicated documents by various printers to be **delivered** as direct mail **advertisements** by mail.

SOLUTION: Using a set of attributes to prescribe hard copies, weight, size, etc., of printed matter are calculated, and under consideration of transporters, appointed dates of delivery, etc., postage is calculated before printing. This postage is printed on a appropriate position of the hard copy, and the postage can be automatically billed to accounts.

16/5/4   (Item 3 from file: 347)
DIALOG(R)File 347:JAPIO
(c) 2004 JPO & JAPIO. All rts. reserv.

07638131   **Image available**
DATA CONVERSION SERVICE SYSTEM WITH ADVERTISEMENT PROVIDING FUNCTION AND SERVICE METHOD

PUB. NO.:	2003-131985 [JP 2003131985 A]
PUBLISHED:	May 09, 2003 (20030509)
INVENTOR(s):	MARUYAMA ICHIRO
	SUZUKI TADASHI
	ISHIKAWA YASUSHI
APPLICANT(s):	MITSUBISHI ELECTRIC CORP
APPL. NO.:	2001-326602 [JP 2001326602]
FILED:	October 24, 2001 (20011024)
INTL CLASS:	G06F-013/00; G06F-012/00; **G06F-017/60**

ABSTRACT
PROBLEM TO BE SOLVED: To solve the problem wherein a user does not pay

attention to adver tisement information with a conventional device because desired information for the user and the advertisement are different pieces of information and can be separated technologically.

SOLUTION: By a parameter setting operation input signal for data conversion, advertisement data are subjected to data conversion using a **parameter** for defining data conversion characteristics that have been set. To a **user** , the advertisement data subjected to the data conversion are presented to confirm the **parameter** , and after the converted advertisement data are presented, inputted conversion desired data are subjected to the data conversion based on the parameter, and the converted desired data are outputted.

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16/5/5   (Item 4 from file: 347)
DIALOG(R)File 347:JAPIO
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07629049   **Image available**
MARKETING SUPPORT SERVICE PROVIDING DEVICE AND METHOD, AND MARKETING SUPPORT SERVICE PROVIDING PROGRAM

PUB. NO.:   2003-122902 [JP 2003122902 A]
PUBLISHED: April 25, 2003 (20030425)
INVENTOR(s): YAMAZAKI TETSURO
              NODA TETSUSHI
              MURANAKA MASAJI
              TSUJI YUKARI
APPLICANT(s): NIPPON TELEGR & TELEPH CORP (NTT)
APPL. NO.:   2001-313063 [JP 2001313063]
FILED: October 10, 2001 (20011010)
INTL CLASS: **G06F-017/60** ; H04Q-007/38

                        ABSTRACT
PROBLEM TO BE SOLVED: To provide a data collection method for marketing analysis adaptable to the action form peculiar to a mobile user having a relatively wide field of activities and movable in a long distance in a short time.
SOLUTION: An advertisement information delivery part 30 delivers a delivery area and delivery time, or a parameter alternative thereto together with **advertisement** information when **delivering** an **advertisement** to a mobile terminal. When the mobile **user** is interested in the advertisement information, the mobile **user** receives the information related to the delivery area and **delivery** time of the **advertisement** by clicking the link to detailed information. An access history analysis part 305 accumulates the information related to the delivery area and delivery time and analysis it, thereby reflecting it to a registration screen as reference information for strategic transmission of advertisement delivery in the next advertisement delivery.

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16/5/6   (Item 5 from file: 347)
DIALOG(R)File 347:JAPIO
(c) 2004 JPO & JAPIO. All rts. reserv.

07498049   **Image available**

SYSTEM AND METHOD FOR SELECTING ADVERTISEMENT, AND STORAGE MEDIUM

PUB. NO.:   2002-366569   [JP 2002366569 A]
PUBLISHED: December 20, 2002 (20021220)
INVENTOR(s):   TSUNODA TOSHIHIRO
APPLICANT(s):   SONY CORP
APPL. NO.:   2001-171322   [JP 2001171322]
FILED: June 06, 2001 (20010606)
INTL CLASS: G06F-017/30; G06F-013/00; **G06F-017/60**

ABSTRACT
PROBLEM TO BE SOLVED: To perform detailed targeting of advertisement in a
providing space of contents and advertisement information consisting of
three parties of a viewer, an advertiser and a contents provider.

SOLUTION: In this system to select the advertisement based on requests of
the contents provider, the **advertiser** and the **viewer** , the more detailed
 targeting of the advertisement is realized by hierarchizing attributes of
the respective players and items to constitute the requests and using
weighting functions by every hierarchy and weighting functions based on
link relationship among the respective items. Even when the player sets
only one setting item of a certain advertisement, the attributes of the
related items are automatically set and the advertisement corresponding to
them is suitably selected.

16/5/7   (Item 6 from file: 347)

07419812   **Image available**
SYSTEM, DEVICE, METHOD AND PROGRAM FOR MANAGING ADVERTISEMENT ORDER
RECEPTION

PUB. NO.:   2002-288322   [JP 2002288322 A]
PUBLISHED: October 04, 2002 (20021004)
INVENTOR(s):   ISHIKAWA TOMOYUKI
APPLICANT(s):   TEA CUP COMMUNICATION KK
APPL. NO.:   2001-087467   [JP 200187467]
FILED: March 26, 2001 (20010326)
INTL CLASS: **G06F-017/60** ; G06F-019/00; G09F-019/00

ABSTRACT
PROBLEM TO BE SOLVED: To efficiently manage order reception inventory of
advertisements. .

SOLUTION: This advertisement order reception managing device 1, for
receiving a publishing request from an advertisement client who requests
advertisement publishing and also managing an order reception inventory
that can receive an order for an advertisement for particular **users** to
whom the **advertisement** is to **show** , is provided with an attribute
 factor combining means 15 for combining attribute **factors** that
respectively comprise a plurality of attributes of **users** , an order
reception inventory recording means 16 for recording the number of cases in
the order reception inventory in each combination of the attribute **factors**
, and an order reception processing means 17 for collating an advertisement
for **users** waiting for a combination of prescribed attribute **factors**
 requested from an advertisement **client** with the order reception

inventory and performing order reception processing.

16/5/8   (Item 7 from file: 347)
DIALOG(R)File 347:JAPIO
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07376844   **Image available**
METHOD FOR INTERNET ADVERTISEMENT

PUB. NO.:   2002-245344 [JP 2002245344 A]
PUBLISHED: August 30, 2002 (20020830)
INVENTOR(s):   FUJINO SUSUMU
               OKI HIDEAKI
               OKI TAKAHIRO
               OKI KAZUYASU
               SATO MISAKO
APPLICANT(s): SATO MISAKO
               OKI HIDEAKI
APPL. NO.:   2001-086359 [JP 200186359]
FILED: February 19, 2001 (20010219)
INTL CLASS: **G06F-017/60** ; G06F-013/00

ABSTRACT
PROBLEM TO BE SOLVED: To resolve such a problem that it is necessary to
raise the click rate of advertisements that **users** themselves have
factors or motivations to click advertisements and current one-way
advertisement distribution with **presents** , premiums, or the like is
not adequate to make **users** click advertisements.

SOLUTION: When a **user** selects and clicks an arbitrary advertisement out
of advertisements in an advertisement window with respect to advertisements
in a web page, information processing is performed to discriminate whether
an advertisement extracted from advertisements in the advertisement window
at random and the arbitrary advertisement coincide with each other or not
by a preliminarily set extraction program, and the result is displayed to
the user as information in the display screen of terminal equipment by a
display layout means by processing information attributes performed by
transmission/reception between an advertisement server and the user of the
terminal equipment.

16/5/9   (Item 8 from file: 347)
DIALOG(R)File 347:JAPIO
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07347165   **Image available**
METHOD OF SUPPLYING ADVERTISING INFORMATION

PUB. NO.:   2002-215656 [JP 2002215656 A]
PUBLISHED: August 02, 2002 (20020802)
INVENTOR(s):   OKAYAMA TAKAAKI
APPLICANT(s): NEC CORP
APPL. NO.:   2001-009820 [JP 20019820]
FILED: January 18, 2001 (20010118)
INTL CLASS: G06F-017/30; **G06F-017/60** ; G09F-019/00

ABSTRACT
PROBLEM TO BE SOLVED: To provide a method of supplying advertising
information interlocked with environment surrounding an advertisement
recipient.

SOLUTION: In this method of supplying the advertising information, the
advertising information is distributed to a large-sized display 31 arranged
in a prescribed position, from a **distribution** center 10 to **display** the
advertising information. The distribution center 10 urges an advertising
client to input a plurality of advertising information corresponding to a
plurality of environment. The distribution center 10 shows a plurality of
environment with a plurality of environment **parameters** and registers a
plurality of environment **parameters** and a plurality of inputted
advertising information in the related state in a database 15. The
distribution server 10 then acquires information on environment such as
meteorological information on an area where the large- sized display 31 is
arranged. Using the environment **parameter** corresponding to the acquired
environment change, as a key, the distribution server 10 retrieves the
related advertising information from the database 15 and distributes the
retrieved advertising information to the large-sized display 31.

 16/5/10   (Item 9 from file: 347)

07264603   **Image available**
METHOD FOR DIAGNOSING ADVERTISEMENT

PUB. NO.:   2002-133064 [JP 2002133064 A]
PUBLISHED: May 10, 2002 (20020510)
INVENTOR(s): HIRAI KOJI
              KAGEYAMA SHUHEI
              OMORI AKIKO
              HISAOKA TAKUJI
              SATO HIROTO
              FUCHI TAKAHARU
APPLICANT(s): HIRAI KOJI
APPL. NO.:   2000-320527 [JP 2000320527]
FILED: October 20, 2000 (20001020)
INTL CLASS: **G06F-017/60** ; G06F-013/00

ABSTRACT
PROBLEM TO BE SOLVED: To provide an advertisement diagnosing method for
diagnosing an advertisement and precisely grasping the improving method of
the advertisement.
SOLUTION: The constitution factors of main components are set to be the
question items of a questionnaire so that the first and second main
components become 'the purchase will of a commodity' and 'enjoyment with
respect to the **advertisement** '. The **advertisement** is caused to **view** by
objects by extracting them from **target** objects to whom the commodity is
to be sold at random, and the answer of the questionnaire is received. The
answer is inputted to a computer, the main components are analyzed and 'the
purchase will of the commodity' and 'enjoyment with respect to the
advertisement', which are the first and second main components, are
obtained. An item for improving 'the purchase will of the commodity' and
'enjoyment with respect to the advertisement' can easily be discriminated

from the graph of a peculiar vector in the first and second main components.

16/5/11   (Item 10 from file: 347)
DIALOG(R)File 347:JAPIO
(c) 2004 JPO & JAPIO. All rts. reserv.

07205765   **Image available**
ADVERTISEMENT PRESENTATION SYSTEM, METHOD FOR CALCULATION PROCESSING OF ADVERTISEMENT CHARGE, RECORDING MEDIUM FOR ADVERTISEMENT CHARGE CALCULATION PROGRAM, AND THE ADVERTISEMENT CHARGE CALCULATION PROGRAM

PUB. NO.:   2002-074197 [JP 2002074197 A]
PUBLISHED: March 15, 2002 (20020315)
INVENTOR(s):   TAKAYAMA KUNIHARU
               SEKIGUCHI MINORU
               MAEDA YOSHIHARU
               NAITO HIROHISA
APPLICANT(s): FUJITSU LTD
APPL. NO.:   2001-176505 [JP 2001176505]
FILED: June 12, 2001 (20010612)
PRIORITY: 2000-180818 [JP 2000180818], JP (Japan), June 16, 2000
               (20000616)
INTL CLASS: **G06F-017/60** ; G06F-017/30

ABSTRACT
PROBLEM TO BE SOLVED: To set up an advertisement charge corresponding to an advertisement effect related to the place, area, time, or season of advertisement in a system for presenting the advertisement through a network.

SOLUTION: An advertisement charge calculation means 10 calculates an advertisement charge in accordance with a geographical factor/time factor. An advertisement presentation means 20 displays advertisement related to the geographical factor/time factor on a display device 30 of an information terminal. The means 10 can calculate an advertisement charge also in consideration of an advertisement application state acquired by an application state acquisition means 60 or advertisement user information acquired by a **user** information specification/acquisition means 70. A map display means 50 displays a map on the **display** device 30 together with the **advertisement** as necessary.

16/5/12   (Item 11 from file: 347)
DIALOG(R)File 347:JAPIO
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07205598   **Image available**
SELLING METHOD FOR COMPETITIVE SPORT RELATED RIGHTS, SELLING SYSTEM FOR COMPETITIVE SPORT RELATED RIGHTS, ITS SERVER SYSTEM AND TERMINAL

PUB. NO.:   2002-074030 [JP 2002074030 A]
PUBLISHED: March 12, 2002 (20020312)
INVENTOR(s):   GOINO TADASHI
APPLICANT(s): GOINO TADASHI
APPL. NO.:   2000-267406 [JP 2000267406]

FILED: September 04, 2000 (20000904)
INTL CLASS: **G06F-017/60**

ABSTRACT
PROBLEM TO BE SOLVED: To provide a competitive sport related right selling
method which is conducted over a network in which an athlete can easily
obtain a sponsor even if he does not so become famous, and the sponsor can
advertise through the competitive sport without spending so much.

SOLUTION: Sumo sport is held in a theme park, the situation of the sumo
sport is widely televised on a terminal 30 via the Internet N by a server
21. Data on the rights (advertising right, copyright) generating attendant
on an athlete (a sumo wrestler) 4, data on an athlete 5, and data
calculating right price are stored in a database 23. The sever 21
calculates rights-selling price by using elements becoming an index for
advertising effect such as rankings, winning record, popularity, actual
power, and talent and the like as **parameters** , and invites a right
purchaser in a terminal 30 of a third **party** through the Internet N.
Information forming a yardstick of the advertising effect of the athlete 5
is displayed on the screen of the terminal 30. Advertising rights attaching
advertising display 8 to underpants 5 or a flag 6 and the like of the
athlete 5 is contained in the selling rights.

16/5/13   (Item 12 from file: 347)
DIALOG(R)File 347:JAPIO
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07156195   **Image available**
METHOD FOR DISPLAYING ADVERTISEMENT AND SYSTEM FOR THE SAME AND AUTOMATIC
TELLER MACHINE PROVIDED WITH ADVERTISEMENT DISPLAYING FUNCTION

PUB. NO.:   2002-024576 [JP 2002024576 A]
PUBLISHED: January 25, 2002 (20020125)
INVENTOR(s):   SUGIMURA HIROSHI
APPLICANT(s):   TOYO COMMUN EQUIP CO LTD
APPL. NO.:   2000-210492 [JP 2000210492]
FILED: July 11, 2000 (20000711)
INTL CLASS: **G06F-017/60** ; G07B-005/00; G07D-009/00

ABSTRACT
PROBLEM TO BE SOLVED: To provide a method and system for **displaying
advertisements** to a **user** while accomplishing an original counter
service in an automatic teller machine and an automatic teller machine
provided with a function for **displaying advertisements** to the **user** .

SOLUTION: **Advertisement** data to be used for **displaying advertisements**
are fetched from the outside, and stored in a storage means. Display data
included in the stored advertisement data are displayed in at least one
prescribed display area of a touch panel display 11 according to a
prescribed **rule** . When a **user** touches any **advertisement displayed** in
at least one prescribed display area, the detail data of the touched
advertisement are obtained from the advertisement data, and
print-outputted.

16/5/14   (Item 13 from file: 347)
DIALOG(R)File 347:JAPIO
(c) 2004 JPO & JAPIO. All rts. reserv.

07091482   **Image available**
METHOD AND SYSTEM FOR DISPLAYING ADVERTISEMENT INFORMATION

PUB. NO.:   2001-319138   [JP 2001319138   A]
PUBLISHED: November 16, 2001 (20011116)
INVENTOR(s): MAEDA NAOKI
              MIZUNO MASAAKI
APPLICANT(s): COSMO ROOT KK
              NAGOYA BROADCASTING NETWORK
APPL. NO.:   2000-136379   [JP 2000136379]
FILED: May 09, 2000 (20000509)
INTL CLASS: **G06F-017/60** ; G06F-013/00; G06F-017/30

                          ABSTRACT
PROBLEM TO BE SOLVED: To provide an **advertisement** information **display**
 system which easily extracts **advertisement** information on the price,
etc., of a **target** article and advertisement information such as store
information from stores in an area that a consumer desires and displays
them to the consumer in an easy-to-see state.

SOLUTION: The store information and advertisement information are sent from
a store terminal device 5 of each store and stored in an area DB 41, a
store DB 42, and an advertisement DB 43 on a DB server 3. When display
request information including area information is sent from a **consumer**
 terminal device 4 to a **WWW** /CGI (34) on an advertisement **server** 2 of
the **advertisement** information **display** system 1, a **display** information
generation part 30 is actuated, a **parameter** analyzing process part 35
analyzes **parameters** included in the display request information, and a DB
retrieving process part 36 extracts data corresponding to the **parameters**
from the respective databases on the DB server 3. The extracted data are
sent from a display data generation part 37 to the consumer terminal device
4 and advertisement information limited to the area is displayed.

16/5/15   (Item 14 from file: 347)
DIALOG(R)File 347:JAPIO
(c) 2004 JPO & JAPIO. All rts. reserv.

07008819   **Image available**
ADVERTISEMENT-DISTRIBUTING   METHOD   FOR   DISTRIBUTING   ADVERTISEMENT   VIA
NETWORK

PUB. NO.:   2001-236444   [JP 2001236444   A]
PUBLISHED: August 31, 2001 (20010831)
INVENTOR(s): TAKIGAWA DAISUKE
              SUZUKI TAKEYA
              KATSUTA AKIRA
              OZAWA HIDEAKI
APPLICANT(s): NIPPON TELEGR & TELEPH CORP (NTT)
APPL. NO.:   2000-048217   [JP 200048217]
FILED: February 24, 2000 (20000224)
INTL CLASS: **G06F-017/60** ; G06F-013/00; G06F-017/30; H04L-012/54;
              H04L-012/58; H04N-007/173

ABSTRACT
PROBLEM TO BE SOLVED: To generate a schedule for automatically and
efficiently **distributing advertisements** to a **viewer** under arbitrary
conditions from a distribution side and a **user** side, when the
advertisements are distributed while inserted into an advertisement medium,
such as digital broadcast, video, etc., provided using a network.

SOLUTION: Plural common properties are prepared for advertisements,
digitized and added by the advertisements, and stored in an advertisement
DB 105. An advertisement, whose distribution time zone which should not
previously be distributed is not specified is **weighted** according to
properties, to determine the frequency and order of distribution on which
distribution conditions from the distribution side and viewer side are
reflected, thus generating the advertisement order schedule.
Advertisements, having distribution time zones and distribution frequencies
specified in advance, are scheduled to generate a distribution time
schedule. These two schedules are put together into a distribution
schedule, and the advertisements are distributed from the distribution side
to viewers and displayed at viewer-side display parts according to the
schedule.

16/5/16   (Item 15 from file: 347)
DIALOG(R)File 347:JAPIO

06907125   **Image available**
DEVICE AND METHOD FOR VISIT GUARNATEE TYPE ADVERTISEMENT AND TRAVELING
OBJECT

PUB. NO.:   2001-134650 [JP 2001134650 A]
PUBLISHED: May 18, 2001 (20010518)
INVENTOR(s): NIHEI KATSUMI
APPLICANT(s): NEC CORP
APPL. NO.:   11-314393 [JP 99314393]
FILED: November 04, 1999 (19991104)
INTL CLASS: **G06F-017/60** ; G09B-029/00; G09B-029/10; H04Q-007/34;
              H04Q-007/38; H04H-001/00

ABSTRACT
PROBLEM TO BE SOLVED: To confirm whether a **user** actually visits a place
related to an **advertisement presented** to the **user** as an
advertisement effect and to provide an advertiser with a mechanism called
a visit guarantee type advertisement.

SOLUTION: This visit guarantee type advertising device of a traveling
object receiving an electronic advertisement distributed from a center,
consists of an advertisement database which receives and stores a plurality
of pieces of **advertisement** data, an **advertisement presenting** part
which **presents** the **advertisement** data to the **user** , a time acquiring
part which acquires the present time, a location acquiring part which
acquires the current location of the traveling object, a visit
advertisement detecting part which detects the advertisement data with
which the user visits from the advertisement database with information from
the time acquiring part and the location acquiring part as parameters and
outputs the advertisement data as advertisement effect data, an
advertisement effect database which stores the advertisement effect data
outputted by the visit advertisement detecting part and an advertisement

effect transmitting part which transmits the advertisement effect data
outputted by the visit advertisement detecting part to the center.

16/5/17   (Item 1 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015990946   **Image available**
WPI Acc No: 2004-148796/200415
XRPX Acc No: N04-118508
  **Advertising notice method for product, involves acquiring state
  transition** rule **corresponding to current state of** user **, and
  determining next state of** user **based on acquired** rule
Patent Assignee: NIPPON TELEGRAPH & TELEPHONE CORP (NITE)
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
JP 2004021647 A   20040122 JP 2002176254 A   20020617 200415 B

Priority Applications (No Type Date): JP 2002176254 A 20020617
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
JP 2004021647 A   15 G06F-017/60

Abstract (Basic): JP 2004021647 A
      NOVELTY - Current states of user and display window, and the
  product category, are acquired from a database (13), in response to
  advertising information clicked by **user** , using a browser (31). The
  state transition **rule** corresponding to **user** 's state, is acquired
  from a database (15). The next state of **user** is determined based on
  the acquired **rule** .
      DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the
  following:
      (1) advertising notice system;
      (2) advertising notice program; and
      (3) computer readable recorded medium storing advertising notice
  program.
      USE - For providing advertising information of product.
      ADVANTAGE - Fine advertising activities are developed, based on the
  user operation, thereby increasing sales of product.
      DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of
  the advertising notice system. (Drawing includes non-English language
  text).
      network (1)
      user terminal (3)
      browser (31)
      advertising server (5)
      databases (11,13,15)
      pp; 15 DwgNo 1/3
Title Terms: ADVERTISE; NOTICE; METHOD; PRODUCT; ACQUIRE; STATE; TRANSITION
  ; RULE; CORRESPOND; CURRENT; STATE; USER; DETERMINE; STATE; USER; BASED;
  ACQUIRE; RULE
Derwent Class: T01; W01
International Patent Class (Main): **G06F-017/60**
International Patent Class (Additional): G06F-003/00
File Segment: EPI

16/5/18   (Item 2 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015788130   **Image available**
WPI Acc No: 2003-850333/200379
  **Method and device for ad through bingo game based on communication
  network**
Patent Assignee: LEE H T (LEEH-I)
Inventor: LEE H T
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
KR 2003060372 A   20030716 KR 20021043   A   20020108 200379 B

Priority Applications (No Type Date): KR 20021043 A 20020108
Patent Details:
Patent No   Kind Lan Pg   Main IPC   Filing Notes
KR 2003060372 A   1 G06F-017/60

Abstract (Basic): KR 2003060372 A
     NOVELTY - A method and a device for an AD(ADvertisement) through a
     bingo game based on a communication network are provided to enhance a
     good impression of a game and to take a continuous AD effect through
     the game by offering a premium to a winner through the bingo game
     having a easy game rule.
     DETAILED DESCRIPTION - A user terminal(12) receives the game
     information and the AD information for a product through the
     communication network(13). An AD company terminal(15) provides the PR
     data for a new product through the communication network(13). A
     server(S) comprises a storing tool(11) storing various kinds of
     information for performing an AD program, and a processor making the
     user join in the bingo game by frequently **displaying** the premium of .
     an **AD** company, and offering the premium to the winner. The storing
     tool(11) comprises the storing tools(11a-11j) for the member
     information, the company information, the questionnaire information,
     the shopping information, the delivery information, the chatting
     information, the AD information, the winner information, the game
     information, and the premium information.
     pp; 1 DwgNo 1/10
Title Terms: METHOD; DEVICE; THROUGH; BINGO; GAME; BASED; COMMUNICATE;
  NETWORK
Derwent Class: T01; T05; W04
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 16/5/19   (Item 3 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015696222   **Image available**
WPI Acc No: 2003-758415/200372
XRPX Acc No: N03-607742
  **Market data creation method for electronic commerce, involves defining
  weighted links between classes in functional classification, and between
  goals and generic cross promotion**
Patent Assignee: VULKAN N (VULK-I)
Inventor: VULKAN N

Number of Countries: 032   Number of Patents: 002
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
EP 1349096   A1   20031001 EP 2003251787 A   20030321 200372 B
US 20030212626 A1   20031113 US 2003396695 A   20030326 200382

Priority Applications (No Type Date): GB 20027415 A 20020328
Patent Details:
Patent No   Kind Lan Pg   Main IPC   Filing Notes
EP 1349096   A1 E 28 G06F-017/60
    Designated States (Regional): AL AT BE BG CH CY CZ DE DK EE ES FI FR GB
    GR HU IE IT LI LT LU LV MC MK NL PT RO SE SI SK TR
US 20030212626 A1   G06F-017/60

Abstract (Basic): EP 1349096 A1
        NOVELTY - The generic cross promotions representing cross-
    promotion templates, and classifications of goods/services database
    based on **target** groups, are obtained. The **weighted** links of
    cross-promotions, with classes in functional/ **consumer   target**
    group's classifications are defined. The **weighted** links between
    classes in functional classifications, goals and cross promotions are
    obtained by representing match between goals and generic cross
    promotion.
        DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for
    trading method.
        USE - For electronic commerce for creating market data using
    electronic communication network.
        ADVANTAGE - Since a virtual cross promotion is displayed
    electronically, no shipping and handling is needed, thereby nature of
    on-line retailing overcome the barriers to cross- promotions of retail
    products and trading, is carried out easily.
        DESCRIPTION OF DRAWING(S) - The figure shows the flowchart
    explaining market data creation process.
        pp; 28 DwgNo 3/14
Title Terms: MARKET; DATA; CREATION; METHOD; ELECTRONIC; DEFINE; WEIGHT;
  LINK; CLASS; FUNCTION; CLASSIFY; GOAL; CROSS; PROMOTE
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 16/5/20   (Item 4 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015670085   **Image available**
WPI Acc No: 2003-732272/200370
Related WPI Acc No: 2003-732252; 2003-732254; 2003-732255; 2003-732256;
  2003-732257; 2003-732258
XRPX Acc No: N03-585426
  **Computer readable medium storing railway transportation price information
  quotation program, identifies entry associated to specific promotional
  event and discount eligibility criterion, and delivers specific event
  information to user**
Patent Assignee: CANADIAN NAT RAILWAY CO (CANA-N)
Inventor: ERNESAKS A; PODGURNY L J
Number of Countries: 001   Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
CA 2418258   A1   20030801 CA 2418258   A   20030131 200370 B

Priority Applications (No Type Date): US 2002436637 P 20021230; CA 2369836
   A 20020201; CA 2370053 A 20020201; CA 2370061 A 20020201; CA 2370065 A
   20020201; CA 2370068 A 20020201; CA 2370084 A 20020201
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
CA 2418258   A1 E 95 G06F-017/60

Abstract (Basic): CA 2418258 A1
       NOVELTY - A computer (112) delivers the information prompting the
   user to enter a **parameter** specifying a characteristics of a
   transportation service. An entry associated to specific promotional
   event and a discount eligibility criterion suitable for the parameter,
   is identified from a database of **promotional** events. The computer
   then **delivers** another information to the **user** indicating the
   specific event.
       DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the
   following:
       (1) price quotation information providing method;
       (2) price quotation information requesting method;
       (3) server system; and
       (4) client server system.
       USE - For obtaining a price quotation for a railway transportation
   service for shipping goods using laptop, notebook computer, set-top box
   and handheld computer, through Internet.
       ADVANTAGE - Provides flexibility in the price quotation process
   with reduced cost as more customized quotation is obtained easily.
       DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of
   an electronic railway price quotation system.
       network (106)
       computers (112-116)
       users (122-126)
       pp; 95 DwgNo 1/13
Title Terms: COMPUTER; READ; MEDIUM; STORAGE; RAILWAY; TRANSPORT; PRICE;
   INFORMATION; QUOTATION; PROGRAM; IDENTIFY; ENTER; ASSOCIATE; SPECIFIC;
   PROMOTE; EVENT; DISCOUNT; CRITERIA; DELIVER; SPECIFIC; EVENT; INFORMATION
   ; USER
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
International Patent Class (Additional): H04L-012/16
File Segment: EPI

 16/5/21   (Item 5 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015665378   **Image available**
WPI Acc No: 2003-727565/200369
XRPX Acc No: N03-582235
   **Published information distribution system e.g. for music data, associates
   royalty with respect to digitally published information** delivered **to**
   user **, with** advertisement **and stores associated data in** delivery
   server
Patent Assignee: NAGASHIMA K (NAGA-I)
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
JP 2003281393 A   20031003 JP 200279633   A   20020320 200369 B

Priority Applications (No Type Date): JP 200279633 A 20020320

Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
JP 2003281393 A   14 G06F-017/60

Abstract (Basic): JP 2003281393 A
        NOVELTY - A delivery server (26) delivers the advertising
    information (20a) and digitally published information (14) selected
    from respective recording areas (22,16), to an authenticated user (12).
    The royalty with respect to the delivered digitally published
    information is associated with the advertisement data and stored in
    royalty recording area (28) of the server.
        DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for
    the published matter delivery method.
        USE - For distributing digitally published information such as
    music information to user through internet.
        ADVANTAGE - Enables providing a free music delivery with respect to
    an authenticated **user** , while improving the **view** **factor** of
    advertising information.
        DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of
    published information distribution system. (Drawing includes
    non-English language text).
        user (12)
        digitally published information (14)
        music recording area (16)
        advertising information (20a)
        advertising information recording area (22)
        delivery server (26)
        royalty recording area (28)
        pp; 14 DwgNo 1/4
Title Terms: INFORMATION; DISTRIBUTE; SYSTEM; MUSIC; DATA; ASSOCIATE;
    RESPECT; DIGITAL; INFORMATION; DELIVER; USER; ADVERTISE; STORAGE;
    ASSOCIATE; DATA; DELIVER; SERVE
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

16/5/22   (Item 6 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015648983   **Image available**
WPI Acc No: 2003-711166/200367
XRPX Acc No: N03-568725
    **Promotional offer provision method e.g. for electronic coupon, involves
    assigning variable** parameters **associated with offer to designated**
    customers **distributed with record of offer**
Patent Assignee: INT BUSINESS MACHINES CORP (IBMC)
Inventor: JAIN V; MITTAL P A
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
US 20030154125 A1   20030814 US 2001863921   A   20010523 200367 B

Priority Applications (No Type Date): US 2001863921 A 20010523
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
US 20030154125 A1   23 G06F-017/60

Abstract (Basic): US 20030154125 A1
        NOVELTY - The method involves defining the structure of a

promotional offer having several variable **parameters** . The **parameters**
are individually assigned to the **customers** designated as recipients
of the offer. A record of the offer is distributed to the designated
customers.
     DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the
following:
     (1) computer program for providing promotional offer;
     (2) and promotional offer providing apparatus.
     USE - For providing promotional offers e.g. electronic coupons for
discount on on-line purchase of products and services.
     ADVANTAGE - The revenue is maximized by assigning the **parameters**
associated with the offer to the designated **customers** .
     DESCRIPTION OF DRAWING(S) - The figure shows a flowchart
illustrating the promotional offer provision process.
     pp; 23 DwgNo 1/13
Title Terms: PROMOTE; OFFER; PROVISION; METHOD; ELECTRONIC; COUPON; ASSIGN;
   VARIABLE; PARAMETER; ASSOCIATE; OFFER; DESIGNATED; CUSTOMER; DISTRIBUTE;
   RECORD; OFFER
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 16/5/23   (Item 7 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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015581301   **Image available**
WPI Acc No: 2003-643458/200361
 Method for managing animal go and stop game
Patent Assignee: DREAMCHAL CO LTD (DREA-N)
Inventor: LEE S Y
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
KR 2003041497 A   20030527 KR 200172310   A   20011120 200361 B

Priority Applications (No Type Date): KR 200172310 A 20011120
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
KR 2003041497 A   1 G06F-017/60

Abstract (Basic): KR 2003041497 A
     NOVELTY - A method for managing an animal go and stop game is
provided to progress a discriminative game rapidly and dynamically by
using a general go and stop game rule and new rule for obtaining an
actual score based on the number of birds displayed on cards.
     DETAILED DESCRIPTION - A game managing unit comprises a web server,
a database server, a game server, and a client game managing unit. A
user inputs an ID and a password in the web server and performs a
log-in process(S10). The client game managing unit is downloaded in a
computer terminal of the **user** , and the **user** selects a game(S20). A
game creation **pop - up** window is **displayed** on a screen in
accordance with a mouse click signal of the **user** , and a game waiting
state is reached(S30,S40). A paper slip function, an invitation
function, and a start function are implemented in the game waiting
state. A game start pop-up window is loaded in the case that a
predetermined number of players participate in a game(S50). The game is
progressed based on new rule or a general go and stop game(S60). A
result of the game is output on the screen(S70).

pp; 1 DwgNo 1/10
Title Terms: METHOD; MANAGE; ANIMAL; STOP; GAME
Derwent Class: T01; W04
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 16/5/24   (Item 8 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015580178   **Image available**
WPI Acc No: 2003-642335/200361
XRPX Acc No: N03-511549
  Information delivery **method in** internet , **involves** delivering
  advertisement **in form selected by** user , **to** user **terminal equipment**
Patent Assignee: FUJITSU LTD (FUIT)
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
JP 2003242371 A   20030829 JP 200242069   A   20020219 200361 B

Priority Applications (No Type Date): JP 200242069 A 20020219
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
JP 2003242371 A   19 G06F-017/60

Abstract (Basic): JP 2003242371 A
      NOVELTY - A content and an advertisement in a form determined
   according to **parameters** related to time, image, attribute or voice
   restrictions selected by a **user** , are delivered from a provider to a
   user terminal equipment through internet.
      DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for
   information delivery program.
      USE - For delivering contents such as movie and music for
   advertising sporting goods and motor vehicle.
      ADVANTAGE - The advertising effect is improved, since the
   advertisement is **delivered** efficiently in a form **user** likes, and
   is rich in varieties such as short term concentration type or goods
   detailed description type. Advertisement information is provided within
   the program.
      DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of
   the information delivery system. (Drawing includes non-English language
   text).
      computer system (2)
      terminal equipment (3)
      broadcast content unit (21)
      banner advertisement information bureau (22)
      advertising insertion information bureau (29)
      pp; 19 DwgNo 1/25
Title Terms: INFORMATION; DELIVER; METHOD; DELIVER; ADVERTISE; FORM; SELECT
  ; USER; USER; TERMINAL; EQUIPMENT
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
International Patent Class (Additional): G06F-013/00
File Segment: EPI

 16/5/25   (Item 9 from file: 350)
DIALOG(R)File 350:Derwent WPIX

015554353   **Image available**
WPI Acc No: 2003-616508/200358
Related WPI Acc No: 2003-616507
XRPX Acc No: N03-490927
   Window-blocking computer program distribution method involves downloading computer program from remote computer based on efficacy information of computer program
Patent Assignee: COWDEN J B (COWD-I); DAHLSTROM K V (DAHL-I); EAGLE S G
   (EAGL-I); GILBERT C (GILB-I); HOLLRAH P D (HOLL-I); MARTIN A G (MART-I);
   MCFADDEN J A (MCFA-I); PENNELL M E (PENN-I); SILVERBERG M E (SILV-I);
   GATOR CORP (GATO-N)
Inventor: COWDEN J B; DAHLSTROM K V; EAGLE S G; GILBERT C; HOLLRAH P D;
   MARTIN A G; MCFADDEN J A; PENNELL M E; SILVERBERG M E; PRIMAK L S
Number of Countries: 100   Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
US 20030101242	A1	20030529	US 2001993906	A	20011127	200358	B
WO 200347157	A1	20030605	WO 2002US35981	A	20021108	200358	

Priority Applications (No Type Date): US 2001993906 A 20011127; US
   2001993887 A 20011127; US 2001993888 A 20011127; US 2001993904 A 20011127
Patent Details:

Patent No	Kind Lan	Pg	Main IPC	Filing Notes
US 20030101242	A1	22	G06F-015/177	
WO 200347157	A1 E		H04L-009/00	

   Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
   CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN
   IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ
   OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA
   ZM ZW
   Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB
   GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SK SL SZ TR TZ UG ZM ZW

Abstract (Basic): US 20030101242 A1
       NOVELTY - The need for window-blocking computer program including
   instructions for detecting occurrence of new window and type of window
   is determined. The window containing information of goods/services is
   categorized as good or bad window by using specific set of **rules** . The
   efficiency information of computer program is provided to an **user** .
   The computer program is downloaded from a remote computer based on
   efficacy information.
       DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for
   computer memory.
       USE - For distributing window-blocking computer program in
   computer, personal digital assistant (PDA), digital telephone for
   detecting and processing of windows, for downloading advertisements of
   goods/services, for online purchase.
       ADVANTAGE - The **advertisement** information is efficiently
   presented to **user** through window by providing efficacy information
   of computer program to **user** .
       DESCRIPTION OF DRAWING(S) - The figure shows the schematic diagram
   of computer memory of client computer.
       pp; 22 DwgNo 3/10
Title Terms: WINDOW; BLOCK; COMPUTER; PROGRAM; DISTRIBUTE; METHOD; COMPUTER
  ; PROGRAM; REMOTE; COMPUTER; BASED; INFORMATION; COMPUTER; PROGRAM
Derwent Class: T01
International Patent Class (Main): G06F-015/177; H04L-009/00
International Patent Class (Additional): **G06F-017/60**

16/5/26   (Item 10 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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015515333   **Image available**
WPI Acc No: 2003-577480/200354
XRPX Acc No: N03-458960
   **Internet protocol interactive advertisement implementation method
   involves establishing interactive advertisement receptor environment
   using environment parameters of player controller, to communicate with
   main control server**
Patent Assignee: HAOLI GROUP CO LTD (HAOL-N); BEST PROFITS GROUP LTD
   (BEST-N)
Inventor: BI F F
Number of Countries: 102 Number of Patents: 002
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
WO 200356827 A1   20030710 WO 2002CN918   A   20021226   200354   B
CN 1428729   A   20030709 CN 2001143931   A   20011226   200363

Priority Applications (No Type Date): CN 2001143931 A 20011226
Patent Details:
Patent No   Kind Lan Pg   Main IPC   Filing Notes
WO 200356827 A1 C 35 H04N-007/173
   Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
   CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN
   IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ
   OM PH PL PT RO RU SC SD SE SG SK SL TJ TM TN TR TT TZ UA UG US UZ VC VN
   YU ZA ZM ZW
   Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB
   ·GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD ·SE SI SK SL SZ TR TZ UG ZM
   ZW
CN 1428729   A   G06F-017/60

Abstract (Basic): WO 200356827 A1
       NOVELTY - An IP interactive advertisement center is established
   based on idle resource searched by a main server. If the establishment
   is successful, then an interactive advertisement banner is displayed,
   and a player controller which obtains environment **parameters** of the
   center from a web page is determined, when **user** clicks the banner.
   The controller communicates with the server to establish an interactive
   advertisement receptor environment.
       USE - For implementing internet protocol interactive advertisement.

       ADVANTAGE - Enables user to share internet protocol interactive
   advertisement center information through network, easily.
       DESCRIPTION OF DRAWING(S) - The figure shows the flowchart
   explaining internet protocol interactive advertisement implementation
   process. (Drawing includes non-English language text).
       pp; 35 DwgNo 1/9
Title Terms: PROTOCOL; INTERACT; ADVERTISE; IMPLEMENT; METHOD; ESTABLISH;
   INTERACT; ADVERTISE; RECEPTOR; ENVIRONMENT; ENVIRONMENT; PARAMETER; PLAY;
   CONTROL; COMMUNICATE; MAIN; CONTROL; SERVE
Derwent Class: W01; W02
International Patent Class (Main): **G06F-017/60** ; H04N-007/173
International Patent Class (Additional): H04L-012/18; H04L-012/54;
   H04L-029/00
File Segment: EPI

015502195   **Image available**
WPI Acc No: 2003-564342/200353
XRPX Acc No: N03-448984
  **Advertising service provision apparatus for TV broadcasting, determines
  whether attribute of broadcasting content coincides with stored** user
  preferences, to accordingly output **content under reception or stored**
  advertisement
Patent Assignee: NIPPON TELEGRAPH & TELEPHONE CORP (NITE)
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
JP 2003196536 A   20030711 JP 2001396541 A   20011227 200353 B

Priority Applications (No Type Date): JP 2001396541 A 20011227
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
JP 2003196536 A   6 G06F-017/60

Abstract (Basic): JP 2003196536 A
      NOVELTY - A detector (332) determines breakpoint of broadcasting
  content using detection **rule** . A determinator determines whether
  attribute of content coincides with **user** 's preference stored in
  database (32), based on detection result. The content under reception
  or the advertisement stored in database (31), are output based on
  determination result.
      USE - For television broadcasting e.g. for sport relay broadcast
  and hit chart song program.
      ADVANTAGE - Enables to provide **advertisement   delivery** service
  according to **user** 's preference quickly and efficiently.
      DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of
  advertising service provision apparatus. (Drawing includes non-English
  language text).
      databases (31,32)
      paragraph detector (332)
      attribute estimator (333)
      pp; 6 DwgNo 2/6
Title Terms: ADVERTISE; SERVICE; PROVISION; APPARATUS; TELEVISION;
  BROADCAST; DETERMINE; ATTRIBUTE; BROADCAST; CONTENT; COINCIDE; STORAGE;
  USER; ACCORD; OUTPUT; CONTENT; RECEPTION; STORAGE; ADVERTISE
Derwent Class: T01; W02
International Patent Class (Main): **G06F-017/60**
International Patent Class (Additional): G06F-017/30; H04N-007/173
File Segment: EPI

015484880   **Image available**
WPI Acc No: 2003-547027/200352
XRPX Acc No: N03-434355
  Data conversion service provision method involves displaying **conversion
  completed** advertising **data along with used conversion** parameter **, to**

user **for confirmation, and accordingly converting** user   **input data**
Patent Assignee: MITSUBISHI ELECTRIC CORP (MITQ)
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
JP 2003131985	A	20030509	JP 2001326602	A	20011024	200352	B

Priority Applications (No Type Date): JP 2001326602 A 20011024
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2003131985	A		11	G06F-013/00	

Abstract (Basic): JP 2003131985 A
        NOVELTY - The **advertising** data (30) **displayed** when a **user**
    inputs data for conversion, is converted according to a preset data
    transfer characteristic **parameter** (9). The converted **advertising**
    data (4) is **displayed** along with the used specific **parameter** , to
    the **user** for confirmation. When the **user** confirms the **parameter** ,
    the **user** input data is converted based on the **parameter** and output.
        DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for
    data conversion service provision system.
        USE - For providing data conversion service along with advertising
    presentation function.
        ADVANTAGE - Attracts the attention of **users** towards the
    displayed advertisement effectively and performs data conversion
    efficiently.
        DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of
    the data conversion service provision system. (Drawing includes
    non-English language text).
        converted advertising data (4)
        data transfer characteristic parameter (9)
        advertising data (30)
        pp; 11 DwgNo 1/9
Title Terms: DATA; CONVERT; SERVICE; PROVISION; METHOD; DISPLAY; CONVERT;
   COMPLETE; ADVERTISE; DATA; CONVERT; PARAMETER; USER; CONFIRM; ACCORD;
   CONVERT; USER; INPUT; DATA
Derwent Class: T01
International Patent Class (Main): G06F-013/00
International Patent Class (Additional): G06F-012/00; **G06F-017/60**
File Segment: EPI

 16/5/29   (Item 13 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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015470025   **Image available**
WPI Acc No: 2003-532171/200350
XRPX Acc No: N03-422301
   Advertisement information provision method involves accessing database
   which stores details of advertisements based on received search rules
   from user
Patent Assignee: SZMANDA J P (SZMA-I)
Inventor: SZMANDA J P
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
US 20030078838	A1	20030424	US 2001982640	A	20011018	200350	B

Priority Applications (No Type Date): US 2001982640 A 20011018

Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
US 20030078838 A1   19 G06F-017/60

Abstract (Basic): US 20030078838 A1
        NOVELTY - A series of search **rules** indicating facts about an
    advertisement is received from an **user** , for accessing a database
    which stores details of the advertisements. The search **rules** are
    applied to the database using a search engine, for informing the **user**
    a subset of the contents in the database.
        DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the
    following:
        (1) demographic research facilitating method; and
        (2) demographic analysis performing method.
        USE - For retrieving information about **advertisements** **presented**
    in any medium such as radio, television, newspapers, magazines,
    billboards and Internet banner by **user** through Internet.
        ADVANTAGE - The desired information can be accessed by user easily.
    The users are targeted with greater accuracy and precision to perform a
    competitive analysis.
        DESCRIPTION OF DRAWING(S) - The figure shows the flowchart of
    advertisement information provision process.
        pp; 19 DwgNo 2/6
Title Terms: ADVERTISE; INFORMATION; PROVISION; METHOD; ACCESS; DATABASE;
  STORAGE; DETAIL; ADVERTISE; BASED; RECEIVE; SEARCH; RULE; USER
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
International Patent Class (Additional): G06F-017/30
File Segment: EPI

 16/5/30   (Item 14 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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015340203   **Image available**
WPI Acc No: 2003-401141/200338
Related WPI Acc No: 2003-658922
XRPX Acc No: N03-319882
  **Transaction method using pointer-based computer systems, involves
  identifying and performing transaction specified by** user **through
  graphic** user **interface, based on** user persona   parameters
  displayed on computer screen
Patent Assignee: APPLE COMPUTER INC (APPY)
Inventor: ANSANELLI J G; CAPPS S P; FANG T
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
US 6512525   B1 20030128 US 95512021   A   19950807 200338 B

Priority Applications (No Type Date): US 95512021 A 19950807
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
US 6512525   B1   40 G06F-017/60

Abstract (Basic): US 6512525 B1
        NOVELTY - Transaction specified by **user** is identified using
    graphic **user** interface in accordance with group of **persona**
    parameters displayed on computer screen. Current **persona** defines
    capacity in which **user** is operating e.g. as private **person** , as

business **person** or using computer for other interests, and set of values for **parameters** is determined, based on which transaction specified by **user** is performed.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for:

(1) computer capable of allowing user to select user interface set-up for multiple persona of user; and

(2) computer- readable medium storing program for conducting transaction.

USE - For conducting transaction using pointer-based computer systems such as pen-based, pen-aware, mouse, track ball and track pad controlled systems

ADVANTAGE - The conduction of transaction through graphical user interface allows the user to easily and quickly switch from persona to persona by selecting a particular persona from the list of available persona displayed on the computer screen.

DESCRIPTION OF DRAWING(S) - The figure **shows** the computer screen **displaying** **pop - up** menu for selecting various types of **persona parameters** such as credit cards.

pp; 40 DwgNo 8b/19

Title Terms: TRANSACTION; METHOD; POINT; BASED; COMPUTER; SYSTEM; IDENTIFY; PERFORMANCE; TRANSACTION; SPECIFIED; USER; THROUGH; GRAPHIC; USER; INTERFACE; BASED; USER; PARAMETER; DISPLAY; COMPUTER; SCREEN

Derwent Class: T01; T04

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

 16/5/31   (Item 15 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015326435   **Image available**

WPI Acc No: 2003-387370/200337

XRPX Acc No: N03-309785

Advertising **information** delivery **server analyzes** parameter **information acquired when** user **accesses advertisement site, and reflects analysis result of** advertising **information registration during subsequent** advertisement delivery

Patent Assignee: NIPPON TELEGRAPH & TELEPHONE CORP (NITE)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
JP 2003122902	A	20030425	JP 2001313063	A	20011010	200337	B

Priority Applications (No Type Date): JP 2001313063 A 20011010

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2003122902	A		10	G06F-017/60	

Abstract (Basic): JP 2003122902 A

NOVELTY - A delivery section (302) delivers the advertising information including added **parameter** fields such as delivery area, to a mobile telephone. When a mobile **user** accesses an **advertisement** site for **delivering advertising** information, a receiver (304) receives the **parameter** information.

DETAILED DESCRIPTION - An analyzer (305) analyzes the collected **parameter** for reflecting the analysis result in the advertising information registration during subsequent delivery. INDEPENDENT CLAIMS are also included for the following:

(1) advertising information delivery method;

(2) advertising information delivery program; and
    (3) recorded medium storing advertising information delivery
program.
    USE - For advertisements.
    ADVANTAGE - Time and effort required for **advertising delivery ,**
data entry and accessing are reduced by analyzing pre-registration
information of the mobile **user** during **delivery** of **advertisement .**
    DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of
the advertisement information delivery server. (Drawing includes
non-English language text).
    delivery section (302)
    receiver (304)
    analysis section (305)
    pp; 10 DwgNo 2/6
Title Terms: ADVERTISE; INFORMATION; DELIVER; SERVE; ANALYSE; **PARAMETER ;**
  INFORMATION; ACQUIRE; USER; ACCESS; ADVERTISE; SITE; REFLECT; ANALYSE;
  RESULT; ADVERTISE; INFORMATION; REGISTER; SUBSEQUENT; ADVERTISE; DELIVER
Derwent Class: T01; W01
International Patent Class (Main): **G06F-017/60**
International Patent Class (Additional): H04Q-007/38
File Segment: EPI

 16/5/32   (Item 16 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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015308913   **Image available**
WPI Acc No: 2003-369847/200335
 Method for lottery ticket service through redrawing failed lottery ticket
Patent Assignee: HAN K R (HANK-I); HOSEO (HOSE-N); PARK Y G (PARK-I)
Inventor: HAN K R; PARK Y G
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
KR 2003006726 A   20030123 KR 200142609   A   20010714 200335 B

Priority Applications (No Type Date): KR 200142609 A 20010714
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
KR 2003006726 A   1 G06F-017/60

Abstract (Basic): KR 2003006726 A
    NOVELTY - A method for a lottery ticket service through redrawing
    the failed lottery ticket is provided to offer prize money to a winner
    by redrawing the failed lottery tickets in case that a **user** holding
    the failed lottery ticket **views** an **advertisement .**
    DETAILED DESCRIPTION - The member information for an affiliated
    member is stored in a member information database by opening an account
    of each member(S101). The advertisement requested by advertisers is
    stored in an advertisement information database(S102). The
    advertisement is bulletined on an operation site(S103). In case that a
    member holding the failed lottery ticket views the bulletined
    advertisement, an accumulation money generated by a rule is stored in a
    prize money database(S104). In case that the member viewed the
    advertisement applies to the redrawing of the failed lottery ticket, a
    number of the failed lottery ticket is stored in a drawing information
    database(S105). A drawing result is informed to a winner by drawing the
    lottery ticket at a fixed date(S106).
    pp; 1 DwgNo 1/10
Title Terms: METHOD; LOTS; TICKET; SERVICE; THROUGH; REDRAW; FAIL; LOTS;

```
   TICKET
Derwent Class: T01
International Patent Class (Main):  G06F-017/60
File Segment: EPI
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16/5/33   (Item 17 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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015294628
WPI Acc No: 2003-355562/200334
XRPX Acc No: N03-283974
  Credit monitoring system
Patent Assignee: YAN H (YANH-I)
Inventor: YAN H; YUAN X; ZHAO Z
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
CN 1389813	A	20030108	CN 2002117574	A	20020509	200334	B

Priority Applications (No Type Date): CN 2001118573 A 20010605
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
CN 1389813	A			G06F-017/60	

Abstract (Basic): CN 1389813 A
      NOVELTY - The invention discloses the credit monitoring system
   being able to constrain the breach of promise. The information of the
   breach of promise of the constricted party is issued on the window of
   the advertisement. The controller of breach of promise realizes the
   positioning restriction through the localizer. That is to say only the
   constricted information prearranged between the constricting **party**
   and the constricted **party** can be collected. The caution information
   of the constricted **party** is **shown** on the window of the
   advertisement . The invention uses device and through the technique
   means to monitor the information of the breach of promite of the
   constricted **party** so as to prevent the human **factors** . Thus, the
   objectivity of the credit information is ensured.
      DwgNo 0/0
Title Terms: CREDIT; MONITOR; SYSTEM
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

16/5/34   (Item 18 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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015270605   **Image available**
WPI Acc No: 2003-331534/200331
XRPX Acc No: N03-265627
  **Advertisement selection criteria debugging method for Internet
  advertising, involves displaying advertisement selection criteria, on top
  of advertisement displayed in web page, during selection criteria
  debugging process**
Patent Assignee: HEWLETT-PACKARD CO (HEWP); NEWSOME M R (NEWS-I)
Inventor: NEWSOME M R
Number of Countries: 031 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
US 20030023485	A1	20030130	US 2001917021	A	20010726	200331	B
EP 1282042	A2	20030205	EP 2002254823	A	20020709	200331	

Priority Applications (No Type Date): US 2001917021 A 20010726
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20030023485	A1		10	G06F-017/60	
EP 1282042	A2	E		G06F-011/36	

   Designated States (Regional): AL AT BE BG CH CY CZ DE DK EE ES FI FR GB
   GR IE IT LI LT LU LV MC MK NL PT RO SE SI SK TR

Abstract (Basic): US 20030023485 A1
      NOVELTY - The advertisement selection criteria comprising
technology associated with advertisement, geographic area associated
with advertisement and sex of **advertisement** directed **consumer** , is
displayed on top of **advertisement displayed** in **web** page, during
advertisement selection criteria debugging process.
      DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for
system for debugging advertisement selection criteria.
      USE - For debugging advertisement selection criteria for Internet
advertising.
      ADVANTAGE - Enables to change **weighting factor** for any of the
selection criteria, as a result the advertisement can be properly
directed to consumers.
      DESCRIPTION OF DRAWING(S) - The figure shows a flowchart of
operating process of the advertisement selection engine.
      pp; 10 DwgNo 1/4
Title Terms: ADVERTISE; SELECT; CRITERIA; DEBUG; METHOD; ADVERTISE; DISPLAY
; ADVERTISE; SELECT; CRITERIA; TOP; ADVERTISE; DISPLAY; WEB; PAGE; SELECT
; CRITERIA; DEBUG; PROCESS
Derwent Class: T01
International Patent Class (Main): G06F-011/36; **G06F-017/60**
International Patent Class (Additional): G06F-015/00
File Segment: EPI

 16/5/35   **(Item 19 from file: 350)**   -
DIALOG(R)File 350:Derwent WPIX
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015206856   **Image available****
WPI Acc No: 2003-267392/200326
Related WPI Acc No: 2003-393580; 2003-401485; 2003-416632
XRPX Acc No: N03-212576
  **User information collection method in network message system, involves
  collecting behavioral** user **information that satisfies set of** rules
  and storing portion of collected information in client
Patent Assignee: MARTIN A G (MART-I); VETESKA E (VETE-I); GATOR CORP
  (GATO-N)
Inventor: MARTIN A G; VETESKA E
Number of Countries: 101 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
US 20030018778	A1	20030123	US 2001301888	P	20010629	200326	B
			US 200256932	A	20020125		
WO 200334258	A1	20030424	WO 2002US33144	A	20021016	200328	

Priority Applications (No Type Date): US 2001301888 P 20010629; US

200256932 A 20020125; US 2001347921 P 20011018
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
US 20030018778 A1   19 G06F-015/173 Provisional application US 2001301888

WO 200334258 A1 E   G06F-015/16
    Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
    CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN
    IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ
    OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VC VN YU
    ZA ZM ZW
    Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB
    GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SK SL SZ TR TZ UG ZM ZW

Abstract ·(Basic): US 20030018778 A1
    NOVELTY - Behavioral information about a **user** such as network
utilization behavior and attributes of the **user**, that satisfies a set
of **rules** is collected from a browser application on a **client** (104)
and portion of the collected information is stored in the client.
Content for presentation is received based on the portion of the
collected information. The set of **rules** is updated based on the
collected information.
    DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the
following:
    (1) user information collection system; and
    (2) computer program product for collecting user information.
    USE - For collecting behavioral information about **user** such as
network utilization behavior and attributes of **user** for use in
network message system for **presenting** information including
advertisement to **user** through **Internet** .
    ADVANTAGE - Improves efficiency of the network message system.
Improves performance of targeting the customers by reducing
time-consuming and bandwidth consuming traffic between the **client** and
the server. Enables the network message system to meet information
privacy **rules** and standards, by permitting storage of portion of
user profile information in the **client**
    DESCRIPTION OF DRAWING(S) - The figure shows a computer network
framework.
    client (104)
    pp; 19 DwgNo 1/7
Title Terms: USER; INFORMATION; COLLECT; METHOD; NETWORK; MESSAGE; SYSTEM;
  COLLECT; BEHAVE; USER; INFORMATION; SATISFY; SET; **RULE** ; STORAGE;
  PORTION; COLLECT; INFORMATION; CLIENT
Derwent Class: T01
International Patent Class (Main): G06F-015/16; G06F-015/173
International Patent Class (Additional): G06F-015/167; **G06F-017/60**
File Segment: EPI

 16/5/36   (Item 20 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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015195250   **Image available**
WPI Acc No: 2003-255786/200325
Related WPI Acc No: 1998-322944; 1998-361875; 1998-466765; 1999-044719;
  1999-493561; 1999-619985; 2000-072254; 2000-532450; 2001-031532;
  2001-102429; 2001-495949; 2001-601458; 2002-256344; 2002-338795;
  2002-393312; 2002-425279; 2002-519495; 2002-589430; 2002-690520;
  2002-759278; 2003-208755; 2003-331095; 2003-353143; 2003-353379;

2003-416920; 2003-429010; 2003-439339; 2003-449660; 2003-466288;
2003-503587; 2003-512366; 2003-512620; 2003-531480; 2003-531515;
2003-557833; 2003-567264; 2003-567265; 2003-596873; 2003-598790;
2003-616122; 2003-625560; 2003-657333; 2003-658531; 2003-696044;
2003-707801; 2003-710262; 2003-720220; 2003-720446; 2003-810673;
2003-865949; 2003-896874; 2004-008876; 2004-069599; 2004-089327;
2004-132152
XRPX Acc No: N03-202940
  **Retail POS scanning and checking out system in supermarkets, has
  integrated customer-kiosk terminal including cash register system**
Patent Assignee: GOOD T (GOOD-I); RUSSELL G (RUSS-I); SCHMIDT M (SCHM-I)
Inventor: GOOD T; RUSSELL G; SCHMIDT M
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
US 20030001010	A1	20030102	US 2000551887	A	20000418	200325	B
			US 2001954477	A	20010917		
			US 2001999687	A	20011031		
			US 2001990585	A	20011121		
			WO 2001US44011	A	20011121		
			US 200245577	A	20020111		
			US 200245605	A	20020111		
			US 200253486	A	20020116		
			US 2002138026	A	20020502		

Priority Applications (No Type Date): US 200253486 A 20020116; US
  2000551887 A 20000418; US 2001954477 A 20010917; US 2001999687 A 20011031
  ; US 2001990585 A 20011121; WO 2001US44011 A 20011121; US 200245577 A
  20020111; US 200245605 A 20020111; US 2002138026 A 20020502
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20030001010	A1		40	G06F-017/60	CIP of application US 2000551887
					CIP of application US 2001954477
					CIP of application US 2001999687
					CIP of application US 2001990585
					CIP of application WO 2001US44011
					CIP of application US 200245577
					CIP of application US 200245605
					Cont of application US 200253486

Abstract (Basic): US 20030001010 A1
     NOVELTY - The system (4) with an integrated customer-kiosk terminal
  (11) is installed in the countertop surface, so that the cashier is
  capable of entering product price information into the computer-based
  cash register system, during the check-out of **weighed** purchase items.
  The **customer** is able to view the price, **weight** and item-identity
  data of scanned items on the LCD panel located on the **customer** side
  of the system.
     DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the
  following:
     (1) POS-based bar code reading cash register system;
     (2) POS-based checkout station;
     (3) products checking out method; and
     (4) product/service advertisement displaying method.
     USE - In supermarket, discount stores, superstores, etc.
     ADVANTAGE - Enables customers to verify the price of products being
  purchased as they are being scanned and enables customer about products
  and services offered by retailers through advertisements, production
  and other forms of electronic-education delivered to consumers at a
  checkout counter.
     DESCRIPTION OF DRAWING(S) - The figure shows a schematic

perspective view of the retail POS scanning and checking out system
having the integrated customer-kiosk terminal.
     retail POS scanning and checking out system (4)
     integrated customer-kiosk terminal (11)
     pp; 40 DwgNo 2/23
Title Terms: RETAIL; POS; SCAN; CHECK; SYSTEM; SUPERMARKET; INTEGRATE;
  CUSTOMER; KIOSK; TERMINAL; CASH; REGISTER; SYSTEM
Derwent Class: T01; T04; T05
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

  16/5/37   (Item 21 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015149218   **Image available**
WPI Acc No: 2003-209745/200320
XRPX Acc No: N03-167238
  **Activities scheduling system in user terminal, presents activity to user
  when time to complete activity does not exceeds expected user ideal time**
Patent Assignee: FORECOURT COMMUNICATION GROUP (FORE-N)
Inventor: BRADY J T
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
US 20020184049 A1 20021205 US 2001293689   P   20010525 200320 B
                           US 2002155637   A   20020523

Priority Applications (No Type Date): US 2001293689 P 20010525; US
  2002155637 A 20020523
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
US 20020184049 A1   15 G06F-017/60   Provisional application US 2001293689

Abstract (Basic): US 20020184049 A1
     NOVELTY - An estimating unit estimates an expected user idle time
of the primary transaction. A vendor venue server (110) selects and
defines an activity among several activities for presentation to the
user based on activity criteria. The activity is presented to the user,
when the time to complete the activity does not exceeds expected user
idle time.
     USE - For determining provision additional activities including
advertisement information **presentation** to sell product or service,
information queries to **user** during identifying of primary transaction
of **user** at terminal in venue such as gas dispenser in gas station
check out counter in grocery stores, pharmacies, retail stores, ATM,
and point-of-service terminal.
     ADVANTAGE - Allows the input of value parameters for activities
from the provider of the activities and input of the marginal cost
associated with running the point-of-service terminal.
     DESCRIPTION OF DRAWING(S) - The figure shows the computer system
for scheduling activities.
     Vendor venue server (110)
     pp; 15 DwgNo 1/13
Title Terms: ACTIVE; SCHEDULE; SYSTEM; USER; TERMINAL; PRESENT; ACTIVE;
  USER; TIME; COMPLETE; ACTIVE; USER; IDEAL; TIME
Derwent Class: T01; T05; W05
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

16/5/38   (Item 22 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015138363   **Image available**
WPI Acc No: 2003-198889/200319
Related WPI Acc No: 2002-267230; 2002-339117
XRPX Acc No: N03-158108
  Good/service promotion **method involves making sales** presentation **to**
  potential consumer **prior to collection of promotional prize**
Patent Assignee: HAGEN D (HAGE-I); O'HANLON T J (OHAN-I)
Inventor: HAGEN D; O'HANLON T J
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
US 20020161632 A1   20021031 US 2001842997   A   20010426   200319 B

Priority Applications (No Type Date): US 2001842997 A 20010426
Patent Details:
Patent No   Kind Lan Pg   Main IPC   Filing Notes
US 20020161632 A1   12 G06F-017/60

Abstract (Basic): US 20020161632 A1
       NOVELTY - A promotional game associated with the distributed
   computer readable memory is made run, after checking **parameters** of
   the computer. A sales agent at the service provider makes sales
   presentation to the **customer** , prior to the collection of promotional
   prize, which is awarded as the result of the promotional game.
       DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the
   following:
       (1) Computer-readable medium storing good/service promotion
   program;
       (2) Business promotion method;
       (3) Good/service purchasing method;
       (4) Good/service promotion system; and
       (5) Communication method.
       USE - For promotion of good/service using internet e.g. for
   pornographers, electronic product sales, psychic hotlines, on-line
   trading companies, telemarketers, satellite TV sets and service.
       ADVANTAGE - Promotes creation of new customer account and/or sale
   to the new customer.
       DESCRIPTION OF DRAWING(S) - The figure shows the flowchart
   exemplary preliminary steps taken by business to utilize the
   good/service promotion method.
       pp; 12 DwgNo 3/4
Title Terms: SERVICE; PROMOTE; METHOD; SALE; PRESENT; POTENTIAL; CONSUME;
  PRIOR; COLLECT; PROMOTE; PRIZE
Derwent Class: T01; W01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

16/5/39   (Item 23 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015128442   **Image available**
WPI Acc No: 2003-188966/200319
XRPX Acc No: N03-149336
  Advertisement display control system for train and airplane, displays

advertising **content suitable for passenger, based on passenger hierarchy**
   parameter **and advertising** customer **hierarchy** parameter
Patent Assignee: NISHI NIHON DENSHIN DENWA KK (NISH-N)
Number of Countries: 001   Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
JP 2002337795 A   20021127 JP 2001145379 A   20010515 200319 B

Priority Applications (No Type Date): JP 2001145379 A 20010515
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
JP 2002337795 A   12 B64D-011/06

Abstract (Basic): JP 2002337795 A
     NOVELTY - A controller (2) selects an advertising content suitable
   for a passenger, based on passenger hierarchy **parameter** and
   advertising customer hierarchy **parameter** . A **display** unit (3)
   displays the selected **advertising** content.
     DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the
   following:
     (1) Advertisement display method; and
     (2) Advertisement display control method.
     USE - For controlling display of advertisement in train, airplane
   and bus.
     ADVANTAGE - The **advertisements** are **displayed** based on various
   customer hierarchies, efficiently.
     DESCRIPTION OF DRAWING(S) - The figure shows an advertisement
   display system. (Drawing includes non-English language text).
     Controller (2)
     Display unit (3)
     pp; 12 DwgNo 1/10
Title Terms: ADVERTISE; DISPLAY; CONTROL; SYSTEM; TRAIN; AEROPLANE; DISPLAY
   ; ADVERTISE; CONTENT; SUIT; PASSENGER; BASED; PASSENGER; HIERARCHY;
   PARAMETER; ADVERTISE; CUSTOMER; HIERARCHY; PARAMETER
Derwent Class: P85; Q25; T01; W05
International Patent Class (Main): B64D-011/06
International Patent Class (Additional): G06F-017/30; **G06F-017/60** ;
   G09F-019/00; G09F-021/08
File Segment: EPI; EngPI

 16/5/40   (Item 24 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015112033   **Image available**
WPI Acc No: 2003-172552/200317
 **Method and system for creating internet dynamic advertisement having
 personalized information**
Patent Assignee: BIZMODELINE CO LTD (BIZM-N)
Inventor: HONG J C; KIM J H; KWON B G
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
KR 2002072458 A   20020916 KR 200112456   A   20010310 200317 B

Priority Applications (No Type Date): KR 200112456 A 20010310
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
KR 2002072458 A   1 G06F-017/60

Abstract (Basic): KR 2002072458 A
        NOVELTY - A method and system for creating an Internet dynamic
    advertisement having personalized information is provided to create an
    optimized Internet advertisement and expose the advertisement to the
    visitor by analyzing the personal information.
        DETAILED DESCRIPTION - In a system including a **web   server** (200)
    which **outputs** an **advertisement** on the **Internet** , an advertisement
    client who requests an advertisement in the web server, and at least
    one **client** (100) who connects to the web server(200), a member
    information managing server(310) receives new member registration from
    the client(100) and performs processes for a storage, a management, and
    an update using a member information DB. An advertisement managing
    server(320) stores an advertisement of the advertisement **client** and
    stores a **rule** and a condition necessary for making the advertisement
    be created as a dynamic advertisement having personal information of
    the client. An advertisement creating server(330) extracts personal
    information of a member stored in the member information managing
    server(310), an advertisement stored in the advertisement managing
    server(320), and a creating method thereof. Thus, the server(330)
    creates an advertisement having personal information dynamically, links
    the created advertisement to the **web   server** (200), and **outputs** the
    advertisement to the **client** .
        pp; 1 DwgNo 1/10
Title Terms: METHOD; SYSTEM; DYNAMIC; ADVERTISE; PERSON; INFORMATION
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 16/5/41   (Item 25 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015107290   **Image available**
WPI Acc No: 2003-167809/200316
XRPX Acc No: N03-132555
    Signal structure for sending identifying structuring information across
    communication channels to multiple devices, for developing and
    distributing interactive advertisements across various channels of
    communication networks
Patent Assignee: KENT RIDGE DIGITAL LABS (KENT-N)
Inventor: PADMANABHAN R; SITARAM R
Number of Countries: 095 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200307167	A1	20030123	WO 2001SG143	A	20010709	200316	B

Priority Applications (No Type Date): WO 2001SG143 A 20010709
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200307167	A1	E	50	G06F-015/16	

    Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
    CH CN CO CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS
    JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL
    PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
    Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
    IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

Abstract (Basic): WO 2003007167 A1

NOVELTY - At least one **server** has a **server** interface which requests and **delivers** interactive **advertisements** across a number of communication channels. At least one **client** device has a **client** interface which enables a user to receive, store, transfer, exchange or redeem the interactive advertisements across a number of communication channels.

DETAILED DESCRIPTION - The signal structure involves at least one classification section which begins and ends the signal structure, an identifying structuring section having individual attributes describing the signal structure. Each attribute contains a property name sub-string, a property **parameter** and a property value sub-string. The attributes include at least the name of a product, product code, contact information and security information. INDEPENDENT CLAIMS are included for; an apparatus for distributing interactive advertisements.

USE - Developing and distributing interactive advertisements across multiple channels of communications networks i.e. wired, narrow band, broad band etc. using a uniform protocol to number of client devices.

ADVANTAGE - Updates and maintains interactive advertisements.

DESCRIPTION OF DRAWING(S) - The drawing shows an overview diagram showing the various functional blocks of the method for developing and distributing interactive advertisements in accordance with the invention.

Communication network (10)
Server (30)
Client device (50)
Developing and processing unit (70)
pp; 50 DwgNo 1/8

Title Terms: SIGNAL; STRUCTURE; SEND; IDENTIFY; STRUCTURE; INFORMATION; COMMUNICATE; CHANNEL; MULTIPLE; DEVICE; DEVELOP; DISTRIBUTE; INTERACT; ADVERTISE; VARIOUS; CHANNEL; COMMUNICATE; NETWORK
Derwent Class: T01
International Patent Class (Main): G06F-015/16
International Patent Class (Additional): **G06F-017/60**
File Segment: EPI

16/5/42   (Item 26 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015104102   **Image available**
WPI Acc No: 2003-164619/200316
Internet service system and method
Patent Assignee: MY DIGITAL CO LTD (MYDI-N)
Inventor: KIM S Y
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
KR 2002074253	A	20020930	KR 200114039	A	20010319	200316	B

Priority Applications (No Type Date): KR 200114039 A 20010319
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
KR 2002074253	A		1	G06F-017/60	

Abstract (Basic): KR 2002074253 A
NOVELTY - An internet service system and method is provided to enable a user to access one internet site, and to browse specific contents, offered by other internet sites as well as the accessing site without accessing other internet sites, to add a shopping mall

advertisement function to a price comparison service.

DETAILED DESCRIPTION - The system comprises a user terminal(110), a server(120) and an operator terminal(130). The server(120) includes an access module(120a), an interface(120b), a record media(120c) and databases(120d). The server(120) enables a user to select specific contents offered by other internet site as well as a basic service, and offers the selected specific contents with the basic service contents on the same screen of the user terminal(110). Accordingly, the record media(120c) stores a program for implementing the value added service. The server(120) offers specific contents of other internet site related to the basic service while providing a basic service such as a price comparison service comparing prices of commodities sold at various shopping malls. For example, the server(120) offers the price comparison result on a commodity selected by the **user** according to a **weight factor** , and at the same time offers information on events offered by a corresponding shopping mall. Then if the **user** clicks on the event information, the **server** (120) **displays** a **pop - up** window for offering detailed information offered by the **internet** site. The databases(120d) include a member management database and a shopping mall management database. The shopping mall management database stores price comparison data, payment conditions and delivery conditions on the commodities to be treated in plural shopping malls.

pp; 1 DwgNo 1/10
Title Terms: SERVICE; SYSTEM; METHOD
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

16/5/43   (Item 27 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015078945   **Image available**
WPI Acc No: 2003-139463/200313
XRPX Acc No: N03-110775
   User participation encouragement method for online goods or services promotion program, involves awarding prize when selected prediction entry is detected to be winning entry
Patent Assignee: JACKSON C M (JACK-I); TAYLOR J B (TAYL-I)
Inventor: JACKSON C M; TAYLOR J B
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
US 20020169660	A1	20021114	US 2001852214	A	20010509	200313	B

Priority Applications (No Type Date): US 2001852214 A 20010509
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20020169660	A1		28	G06F-017/60	

Abstract (Basic): US 20020169660 A1
   NOVELTY - A set of possible outcomes for reviewed upcoming real world event, is reviewed. A set is selected as a prediction entry which is associated with acquired points. The actual outcome of the event is expected to determine whether the prediction entry is a winning entry. Prize are awarded when the prediction entry is detected to be a winning entry.
   DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

(1) Sales promotion program provision method; and
(2) Prediction entry points determination method.
    USE - For encouraging participation of customers in online/offline goods or service promotion program e.g. for sports related web site, financial news web site, etc.
    ADVANTAGE - The sales promotion program tool not only drives sales for goods but also enhances brand loyalty. The system also offers **rule** administration, reporting, **consumer** inquiry management, prize fulfillment, tax issue coordination, **user** base handling, promotion trademark, copyright search and registration, mail management and web traffic generation services for client.
    DESCRIPTION OF DRAWING(S) - The figure shows the flowchart of sales promotion program participation encouragement process.
    pp; 28 DwgNo 1A/5
Title Terms: USER; PARTICIPATING; METHOD; GOODS; SERVICE; PROMOTE; PROGRAM;
  AWARD; PRIZE; SELECT; PREDICT; ENTER; DETECT; WINNING; ENTER
Derwent Class: T01; T05
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 16/5/44   (Item 28 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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015067694   **Image available**
WPI Acc No: 2003-128210/200312
XRPX Acc No: N03-101805
  On-line advertising content provision method involves detecting change in physical parameters representing local event associated with given local environment
Patent Assignee: INT BUSINESS MACHINES CORP (IBMC)
Inventor: BANERJEE D N; DUTTA R
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
US 20020147638 A1   20021010 US 2001826756   A   20010405   200312   B

Priority Applications (No Type Date): US 2001826756 A 20010405
Patent Details:
Patent No   Kind Lan Pg   Main IPC   Filing Notes
US 20020147638 A1   37 G06F-017/60

Abstract (Basic): US 20020147638 A1
    NOVELTY - A change in the physical parameters representing a local event associated with a given local environment, is detected. An advertisement having a predetermined association with the detected local event, is selected and delivered to a local communicating device associated with the local environment.
    DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:
    (1) Computer system;
    (2) Computer program product providing on-line advertising content; and
    (3) Advertisement provider computer.
    USE - For providing on-line advertising content to consumers through interactive communication devices such as computers, kiosks, television system, etc.
    ADVANTAGE - Enables to **deliver** appropriate **advertisement** in an appropriate time to the **consumer** based on the **consumer** 's present

activity and location.
        DESCRIPTION OF DRAWING(S) - The figure shows the high level block
    diagram of the interactive communication system.
        pp; 37 DwgNo 1/11
Title Terms: LINE; ADVERTISE; CONTENT; PROVISION; METHOD; DETECT; CHANGE;
    PHYSICAL; PARAMETER; REPRESENT; LOCAL; EVENT; ASSOCIATE; LOCAL;
    ENVIRONMENT
Derwent Class: T01; W02
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 16/5/45   (Item 29 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

015043300   **Image available**
WPI Acc No: 2003-103816/200309
XRPX Acc No: N03-082783
   Advertisement selection apparatus
Patent Assignee: SONY CORP (SONY)
Inventor: HOSHINO M; INOUE T; OHSUMI T; TSUNODA T
Number of Countries: 023 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 2002101587	A1	20021219	WO 2002JP5622	A	20020606	200309	B
KR 2003051610	A	20030625	KR 2003701656	A	20030205	200373	

Priority Applications (No Type Date): JP 2001171321 A 20010606; JP
    2001171319 A 20010606
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 2002101587	A1	J	93	G06F-017/30	

    Designated States (National): CN JP KR US
    Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU
    MC NL PT SE TR
KR 2003051610 A   G06F-017/60

Abstract (Basic): WO 2002101587 A1
        NOVELTY - When selecting an advertisement to be presented to a
    viewer in an advertisement system on the Internet, a factor reflecting
    the past record of viewing for each advertisement is involved in a
    selection judgment criterion, thereby performing presentation control
    according to the advertisement inventory.
        DETAILED DESCRIPTION - Even when viewers of a particular profile
    and hobby-preference have accessed, the advertisement optimal to the
    target is not repeatedly **presented** , but other **advertisements**
    appropriate to the **target** are **presented** for the second and later
    presentations with a high possibility. Thus, the **advertisement**
    inventory is uniformly **presented** . As a result, it is possible to
    control advertisement presentation considering the inventory without
    concentrating presentation of particular (or a part of) advertisement
    information in the advertisement inventory.
        pp; 93 DwgNo 1/34
Title Terms: ADVERTISE; SELECT; APPARATUS
Derwent Class: P85; T01
International Patent Class (Main): G06F-017/30; **G06F-017/60**
International Patent Class (Additional): G09F-019/00; H04N-007/173
File Segment: EPI; EngPI

16/5/46   (Item 30 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014991230   **Image available**
WPI Acc No: 2003-051745/200305
XRPX Acc No: N03-041044
   Targeted **online advertising management system collates combination of
   attribute** factors **of various** users **with** advertisements **from**
   clients **and** presents **suitable** advertisements **to** users
Patent Assignee: TEACUP COMMUNICATION YG (TEAC-N)
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
JP 2002288322 A   20021004 JP 200187467   A   20010326 200305 B

Priority Applications (No Type Date): JP 200187467 A 20010326
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
JP 2002288322 A   21 G06F-017/60

Abstract (Basic): JP 2002288322 A
        NOVELTY - An implementation server (1) collates the combination of
   attribute factors of various **users** determined by the successful
   bidders with **advertisements** received from **clients** and **presents**
   the suitable **advertisements** of the **clients** to the **users** .
        DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the
   following:
        (1) Advertising management device;
        (2) Advertising management method; and
        (3) Advertising management program.
        USE - For providing targeted advertisements over internet.
        ADVANTAGE - The advertisements can be presented reliably within the
   stipulated period efficiently.
        DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of
   advertising management system.
        Implementation server (1)
        pp; 21 DwgNo 1/16
Title Terms: ADVERTISE; MANAGEMENT; SYSTEM; COLLATE; COMBINATION; ATTRIBUTE
   ; FACTOR; VARIOUS; USER; ADVERTISE; CLIENT; PRESENT; SUIT; ADVERTISE;
   USER
Derwent Class: P85; T01
International Patent Class (Main): **G06F-017/60**
International Patent Class (Additional): G06F-019/00; G09F-019/00
File Segment: EPI; EngPI

16/5/47   (Item 31 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014985836   **Image available**
WPI Acc No: 2003-046351/200304
XRPX Acc No: N03-036533
   Online distributed advertisement   presentation **management method
   involves** presenting   advertisement **in client devices in accordance
   with desired flight profiles and** parameters **governing** advertisement
   presentation **rates**
Patent Assignee: WILKINS C M (WILK-I)
Inventor: WILKINS C M

Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
US 20020133397 A1 20020919 US 2001761536   A   20010116 200304 B

Priority Applications (No Type Date): US 2001761536 A 20010116
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
US 20020133397 A1   23 G06F-017/60

Abstract (Basic): US 20020133397 A1
     NOVELTY - The advertisements transmitted from **advertisement
  server** (112), are **presented** in **client** devices (102) in accordance
  with desired **flight** profiles, and **parameters** governing the
  advertisement   presentation rates.
     DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for
  distributed **advertisement   presentation** managing apparatus.
     USE - For managing **distributed   advertisement   presentation** to
  online   users of **client** devices such as palm, notebook and desktop
  computers.
     ADVANTAGE - Performs **presentation** of **advertisements** in
  accordance with the corresponding **flight** profiles desired by the
  advertisers, without receiving complex advertisement management
  decisions to be made in real time to effect the desired **flight**
  control. The advertisement server is highly scalable so as to allow any
  one of the transaction engines to service any one of the client
  devices.
     DESCRIPTION OF DRAWING(S) - The figure shows the schematic **view**
  of the distributed **advertisement** management system.
     Client devices (102)
     Advertisement server (112)
     pp; 23 DwgNo 1/12
Title Terms: DISTRIBUTE; ADVERTISE; PRESENT; MANAGEMENT; METHOD; PRESENT;
  ADVERTISE; CLIENT; DEVICE; ACCORD; **FLIGHT** ; PROFILE; **PARAMETER** ; GOVERN
  ; ADVERTISE; PRESENT; RATE
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 16/5/48   (Item 32 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014951803   **Image available**
WPI Acc No: 2003-012316/200301
  Method for supplying overturn game using advertisement
Patent Assignee: FOUR WAY COMMUNITY CO LTD (FOUR-N)
Inventor: KIM S H
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
KR 2002050958 A   20020628 KR 200080269   A   20001222 200301 B

Priority Applications (No Type Date): KR 200080269 A 20001222
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
KR 2002050958 A   1 G06F-017/60

Abstract (Basic): KR 2002050958 A

NOVELTY - A method for supplying an overturn game using an advertisement is provided to supply an advertisement through an interesting overturn game in a general computing environment or a network environment as the Internet.

DETAILED DESCRIPTION - An overturn game supplying server receives an overturn game utilizing request from a user connected through a data communication network(S401). The server receives a user's selection by suggesting advertisements to be checked to the user for a game betting(S402). The server supplies an advertisement selected by the **user** (S403). The server introduces a **rule** of an overturn game to the **user** and receives a betting from the **user** (S404). The server receives a user-wanted multiple of a betting amount(S405). The server creates a chamber of a scale corresponded to the **user** -selected multiple for the overturn game and supplies total image **advertisement** on a surface **shown** to the **user** of the chamber(S406). The **user** progresses a game by receiving a help of the server. The server checks whether the user completes a game periodically. If the user does not complete a game, the server checks a passing time. If a predetermined time is passed, the betting amount is lost. If the user completes a game, the server supplies the multiple amounts to the user.

pp; 1 DwgNo 1/10
Title Terms: METHOD; SUPPLY; OVERTURN; GAME; ADVERTISE
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

16/5/49   (Item 33 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014861534   **Image available**
WPI Acc No: 2002-682240/200273
XRPX Acc No: N02-538636
  Computer-implemented time-based promotion provision method for supermarket, involves receiving identification information from consumers **based on which multiple** parameters **related to promotions are determined**
Patent Assignee: CATALINA MARKETING INT INC (CATA-N)
Inventor: KATZ G M
Number of Countries: 101 Number of Patents: 003
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
US 20020107729	A1	20020808	US 2001776714	A	20010206	200273	B
WO 200263418	A2	20020815	WO 2002US1239	A	20020206	200273	
EP 1368770	A2	20031210	EP 2002705811	A	20020206	200382	
			WO 2002US1239	A	20020206		

Priority Applications (No Type Date): US 2001776714 A 20010206
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20020107729	A1		23	G06F-017/60	
WO 200263418	A2	E		G06F-000/00	

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW

EP 1368770   A2 E   G06F-017/60   Based on patent WO 200263418
    Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT
    LI LT LU LV MC MK NL PT RO SE SI TR

Abstract (Basic): US 20020107729 A1
        NOVELTY - The time at which a promotion such as an offer is to be
    provided to a **consumer** is determined, based on multiple **parameters**
    related to promotions, identified by receiving **consumer**
    identification information that **shows** characteristics of **promotions**
    received by **consumers** .
        DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the
    following:
        (1) Computer-implemented time-based promotion providing system; and
        (2) Computer-readable medium storing time-based promotion provision
    program.
        USE - Computer-implemented time-based promotion provision method in
    supermarkets.
        ADVANTAGE - Increases the rate and/or number of exercised
    promotions and ensures that a desired number of promotions is received
    within a particular period of time, as the promotions are provided to
    the **consumers** based on multiple **parameters** related to the **consumer**
    .
        DESCRIPTION OF DRAWING(S) - The figure shows the flowchart
    illustrating the computer-implemented time-based promotion provision
    procedure.
        pp; 23 DwgNo 7/10
Title Terms: COMPUTER; IMPLEMENT; TIME; BASED; PROMOTE; PROVISION; METHOD;
    SUPERMARKET; RECEIVE; IDENTIFY; INFORMATION; CONSUME; BASED; MULTIPLE;
    PARAMETER; RELATED; DETERMINE
Derwent Class: T01
International Patent Class (Main): G06F-000/00; **G06F-017/60**
File Segment: EPI

    16/5/50   (Item 34 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014851337   **Image available**
WPI Acc No: 2002-672043/200272
    Advertising method by granting writing authorization
Patent Assignee: YOO C Y (YOOC-I)
Inventor: YOO C Y
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
KR 2002032919 A   20020504   KR 200063677   A   20001028 200272 B

Priority Applications (No Type Date): KR 200063677 A 20001028
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
KR 2002032919 A   1 G06F-017/60

Abstract (Basic): KR 2002032919 A
        NOVELTY - An advertising method by granting writing authorization
    is provided to access others' web sites to post advertisements.
        DETAILED DESCRIPTION - An advertisement is uploaded as a file into
    a computer(1-1). Anybody can access the Internet site directory with
    write authorization. The file size can be limited. The file name has a
    certain **rules** to be seen as a home page. There can be several files

in a web site. The location or quantities can be changed. When a
client (1-3) connects to the **web** site, one of the **advertisements** is
shown .
         pp; 1 DwgNo 1/10
Title Terms: ADVERTISE; METHOD; WRITING; AUTHORISE
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 16/5/51   (Item 35 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014792649   **Image available**
WPI Acc No: 2002-613355/200266
XRPX Acc No: N02-485871
  **Advertisement insertion system selects advertisement according to choice
  process** rule **of** user **information showing whether** user **belongs to
  common donor and inserts selected advertisement in electronic-mail**
Patent Assignee: MIKI M (MIKI-I)
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
JP 2002215531 A   20020802 JP 200139209   A   20010112 200266 B

Priority Applications (No Type Date): JP 200139209 A 20010112
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
JP 2002215531 A   7 G06F-013/00

Abstract (Basic): JP 2002215531 A
       NOVELTY - A selector (720) selects the donor's advertisement
  according to the choice process **rule** of the **user** information which
  shows whether **user** belongs to any common donor. The selected
  advertisement is inserted in the electronic-mail and the mail is
  transmitted.
       USE - For inserting advertisement to electronic-mail.
       ADVANTAGE - An advertisement is inserted automatically and
  effectively at the time of transmitting and receiving electronic-mail.
       DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of
  the advertisement insertion system. (Drawing includes non-English
  language text).
       Selector (720)
       pp; 7 DwgNo 1/3
Title Terms: ADVERTISE; INSERT; SYSTEM; SELECT; ADVERTISE; ACCORD; CHOICE;
  PROCESS; RULE; USER; INFORMATION; USER; BELONG; COMMON; DONOR; INSERT;
  SELECT; ADVERTISE; ELECTRONIC; MAIL
Derwent Class: T01
International Patent Class (Main): G06F-013/00
International Patent Class (Additional): G06F-017/30; **G06F-017/60**
File Segment: EPI

 16/5/52   (Item 36 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014713909   **Image available**
WPI Acc No: 2002-534613/200257

Method and system for offering cash-back service over internet
Patent Assignee: CASH BACK MALL CO LTD (CASH-N)
Inventor: LIM Y B
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
KR 2002011207	A	20020208	KR 200044567	A	20000801	200257	B

Priority Applications (No Type Date): KR 200044567 A 20000801
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
KR 2002011207	A		1	G06F-017/60	

Abstract (Basic): KR 2002011207 A
    NOVELTY - A cash-back service method and system is provided to
accumulate points according to a **rule** in the case that a **user**
accesses an internet site and does an action, e.g. clicking on an
advertisement banner, and to offer a cash-back service after assessing
the accumulated points.
    DETAILED DESCRIPTION - The method comprises steps of a user
accessing a web server of a point offering service company over the
internet, and passing a **user** authentication process, the **user**
clicking on an **advertisement** **displayed** on the **web** page in the
case of the **user** selecting an **advertisement** browsing service(S210),
the **server** **displaying** contents of the **advertisement** and asking
questions of the **user** (S220), checking if a code, in relation with the
advertisement, exists at a database in the case that the user responds
to the question(S230), the server checks if the response is a correct
answer in the case that the code does not exist(S240), and the server
offering a point to the user in the case that the response is a correct
answer(S300).
    pp; 1 DwgNo 1/10
Title Terms: METHOD; SYSTEM; OFFER; CASH; BACK; SERVICE
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 16/5/53   (Item 37 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014687464   **Image available**
WPI Acc No: 2002-508168/200254
XRPX Acc No: N02-402165
  Method for measuring branding, positioning, and related effectiveness of
  Internet   advertising **by** delivering pop - up **survey windows to**
  users **upon occurrence of specified event and collecting and analyzing**
  survey results
Patent Assignee: ADVERTISING.COM (ADVE-N)
Inventor: CIKOCH B A; DEMAYO J
Number of Countries: 097 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200237384	A2	20020510	WO 2001US42901	A	20011102	200254	B
AU 200225596	A	20020515	AU 200225596	A	20011102	200258	

Priority Applications (No Type Date): US 2000704482 A 20001102
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes

WO 200237384 A2 E 12 G06F-017/60
    Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
    CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN
    IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ
    OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
    Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
    IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW
AU 200225596 A   G06F-017/60   Based on patent WO 200237384

Abstract (Basic): WO 200237384 A2
        NOVELTY - The method involves **delivering   advertising   banners**
    to **web** pages **viewed** by **users** for **delivering   pop - up** survey
    windows to the **users** upon the occurrence of a specified event. Survey
    results are collected and analyzed.
        DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for:
        (a) an apparatus for measuring branding, positioning and related
    effectiveness of Internet advertising
        USE - As a method of collecting surveys after an advertisement is
    shown. Determines the effectiveness of the advertising on a
    site/channel/medium basis, individual advertisement basis, or on a
    metric that shows the value of a given ad on a given
    site/channel/medium, in meeting the campaigns objectives.
        ADVANTAGE - Collects data related to branding effectiveness, ad
    positioning, and viewer demographics for Internet advertisers using
    pop-up surveys. Uses ad-effectiveness data of previously served
    Internet ads to optimize the serving of later ads for effectiveness.
    Collects survey data, report the data, and decision ad serving based on
     factors such as which banner ad it is, which site it appears on,
    which channel that site is in, other characteristics of the web site it
    appears on, and which medium the ad appears through.
        DESCRIPTION OF DRAWING(S) - The drawing illustrates a flowchart of
    one possible process in accordance with the present invention.
        pp; 12 DwgNo 2/3
Title Terms: METHOD; MEASURE; BRAND; POSITION; RELATED; EFFECT; ADVERTISE;
  DELIVER; POP; UP; SURVEYING; WINDOW; USER; OCCUR; SPECIFIED; EVENT;
  COLLECT; SURVEYING; RESULT
Derwent Class: T01; W05
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

16/5/54   (Item 38 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014637663   **Image available**
WPI Acc No: 2002-458367/200249
XRPX Acc No: N02-361488
  **Advertising health information provision method for home, involves
  displaying searched information with measured biological** parameters **and
  health condition of** user , **to produce health condition report**
Patent Assignee: ANDO M (ANDO-I)
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
JP 2002109067 A   20020412 JP 2000301720   A   20001002 200249 B

Priority Applications (No Type Date): JP 2000301720 A 20001002
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes

                        Bode Akintola08-Mar-04

JP 2002109067 A   8 G06F-017/60

Abstract (Basic): JP 2002109067 A
      NOVELTY - A management device divides health information in a file
   into a group according to types of user health condition, and arranges
   the information with respective codes. An information-retrieval unit
   searches the required information from the file and displays in a
   display unit with measured biological parameters and health condition
   data, to produce a health condition report.
      USE - For providing advertising health information from health-care
   system to computer system in home.
      ADVANTAGE - Improves information provision efficiency and reduces
   cost, since advertising health information is for improving physical
   health is obtained using computer system in home.
      DESCRIPTION OF DRAWING(S) - The figure shows a flowchart for health
   information advertising process. (Drawing includes non-English language
   text).
      pp; 8 DwgNo 2/4
Title Terms: ADVERTISE; HEALTH; INFORMATION; PROVISION; METHOD; HOME;
   DISPLAY; SEARCH; INFORMATION; MEASURE; BIOLOGICAL; PARAMETER; HEALTH;
   CONDITION; USER; PRODUCE; HEALTH; CONDITION; REPORT
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
International Patent Class (Additional): G06F-017/30
File Segment: EPI

   16/5/55   (Item 39 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014613951   **Image available**
WPI Acc No: 2002-434655/200246
XRPX Acc No: N02-342159
   **Customized web page generation method for e-commerce application,
   involves comparing each ad profile with user profile and selectively,
   storing ad profiles that match with user profiles in page**
Patent Assignee: BELLANTONI J (BELL-I); BURDICK J (BURD-I); FRENGUT R
   (FREN-I)
Inventor: BELLANTONI J; BURDICK J; FRENGUT R
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
US 20020046099	A1	20020418	US 2000230574	P	20000905	200246	B
			US 2001825269	A	20010403		

Priority Applications (No Type Date): US 2000230574 P 20000905; US
   2001825269 A 20010403
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20020046099	A1		21	G06F-017/60	Provisional application US 2000230574

Abstract (Basic): US 20020046099 A1
      NOVELTY - Information about advertisement with respect to
   advertisement profile, and information about a user with respect to
   user profile are associated in a computer. Each ad profile is compared
   with **user** profile based on prescribed **parameter** and the ad profiles
   which match with **user** profiles are selectively stored in a page.
      DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for method
   for providing **targeted   delivery** of an **ad** with a page to **user** .
      USE - For generating customized web page that serves as an
   interface to user in e-commerce and e-business applications.

Bode Akintola08-Mar-04

ADVANTAGE - Provides customizable, simple and organized network interface and advertising filtration that is dictated and controlled by the consumer. Does not permit unsolicited or unauthorized information to be presented on customized web pages. Therefore, reduces waste of time and money spent on disqualified consumers.
DESCRIPTION OF DRAWING(S) - The figure shows the flowchart explaining the method for providing customized network interface.
pp; 21 DwgNo 1/8
Title Terms: CUSTOMISATION; WEB; PAGE; GENERATE; METHOD; APPLY; COMPARE; PROFILE; USER; PROFILE; SELECT; STORAGE; PROFILE; MATCH; USER; PROFILE; PAGE
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

16/5/56   (Item 40 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014419025   **Image available**
WPI Acc No: 2002-239728/200229
XRPX Acc No: N02-184899
  Internet advertisement-multi-user dimension game system has web server that combines advertisement with elements of progressed multi-user dimension game
Patent Assignee: LEE H (LEEH-I); LEE H H (LEEH-I)
Inventor: LEE H H; LEE H
Number of Countries: 024 Number of Patents: 003
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200169512	A1	20010920	WO 2000KR272	A	20000329	200229	B
KR 2001091283	A	20011023	KR 200012803	A	20000314	200229	
AU 200034628	A	20010924	AU 200034628	A	20000329	200229	

Priority Applications (No Type Date): KR 200012803 A 20000314
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200169512	A1	E	18	G06F-019/00	

    Designated States (National): AU CA CN JP US
    Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU
    MC NL PT SE

KR 2001091283	A			G06F-017/60	
AU 200034628	A			G06F-019/00	Based on patent WO 200169512

Abstract (Basic): WO 200169512 A1
    NOVELTY - A web server connected to Internet and a user payment certification server through router and channel server unit (CSU), progresses multi-user dimension (MUD) game and combines an advertisement with the elements of the progressed MUD game.
    USE - For **showing** the **advertisement** through **Internet** during the progress of multi- **user** dimension (MUD) game such as adventure game, role playing game, simulation game e.g. **flight** simulation game, automobile driving game, war simulation game, city construction game, Starcraft game.
    ADVANTAGE - Cost required for game operation is very low compared to advertisement costs by television, newspaper, magazine etc by combining an existing MUD game with an advertisement.
    DESCRIPTION OF DRAWING(S) - The figure shows the flowchart explaining the operation of an Internet advertisement-MUD game system.
    pp; 18 DwgNo 2/2

Title Terms: ADVERTISE; MULTI; USER; DIMENSION; GAME; SYSTEM; WEB; SERVE;
  COMBINATION; ADVERTISE; ELEMENT; PROGRESS; MULTI; USER; DIMENSION; GAME
Derwent Class: T01; W04
International Patent Class (Main): **G06F-017/60** ; G06F-019/00
File Segment: EPI

16/5/57   (Item 41 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014384998   **Image available**
WPI Acc No: 2002-205701/200226
XRPX Acc No: N02-156670
  Displaying   advertising **in computer** network **environment by adjusting**
  display parameters **according to** user **activity**
Patent Assignee: AMERICA ONLINE INC (AMON-N)
Inventor: BOSCO E; LIPPKE D L; MORRIS H W; STEELE C A; WATKINS R G
Number of Countries: 095 Number of Patents: 002
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
WO 200177954 A2   20011018 WO 2001US11118 A   20010406 200226 B
AU 200149892 A   20011023 AU 200149892   A   20010406 200226

Priority Applications (No Type Date): US 2000690007 A 20001017; US
  2000195991 P 20000407
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
WO 200177954 A2 E 59 G06F-017/60
  Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
  CH CN CO CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS
  JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL
  PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
  Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
  IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW
AU 200149892 A   G06F-017/60   Based on patent WO 200177954

Abstract (Basic): WO 200177954 A2
     NOVELTY - Method consists in monitoring **user** interactions with a
  computer system (mouse, keyboard, voice, screen maximization and
  minimization) and adjusting an **ad** expiration tuning **parameter ,**
  maximum **display** count, minimum display time, **user** idle delay, **user**
   going active delay or idle (no spin) **parameter** for timing of
  displayed advertisements . If the **ad display** screen is minimized
  or occluded **advertisements** are not switched.
     DETAILED DESCRIPTION - There is an INDEPENDENT CLAIM for a system
  for **presenting advertising** to **viewers** in a computer **network**
  environment., (2) a method of optimizing the click-through rate of a
  user viewing content in a computer **network** environment, (3) a system
  for timing **display** of **advertisements** on a **web** page.
     USE - Method is for e.g. Internet advertising.
     DESCRIPTION OF DRAWING(S) - The figure shows a screenshot of a
  browser displaying a web page.
     pp; 59 DwgNo 3/24
Title Terms: DISPLAY; ADVERTISE; COMPUTER; NETWORK; ENVIRONMENT; ADJUST;
  DISPLAY; **PARAMETER** ; ACCORD; USER; ACTIVE
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

Bode Akintola08-Mar-04

16/5/58   (Item 42 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014362299   **Image available**
WPI Acc No: 2002-183000/200224
XRPX Acc No: N02-139186
   Advertisement presentation **method through** internet , **involves
   updating** parameter **representing** user 's **interest with respect to
   existing and virtual goods, based on demand from** user
Patent Assignee: NETSOAR COMMUNICATIONS YG (NETS-N)
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
JP 2002015228 A   20020118 JP 2000199818   A   20000630 200224 B

Priority Applications (No Type Date): JP 2000199818 A 20000630
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
JP 2002015228 A   14 G06F-017/60

Abstract (Basic): JP 2002015228 A
      NOVELTY - The commodity and virtual goods **advertisements** are
   displayed to a **user** , when the **user** accesses the desired
   advertising site. The goods purchasing link and intention notification
   link are accessed according to the command input from the **user** . The
   parameter representing the **user** 's interest about the goods, is
   updated in a database (40) by a catalog processor (38) based on the
   links accessed by the user.
      DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for
   advertising management server.
      USE - For representing advertisements such as catalog of goods
   through internet.
      ADVANTAGE - Enables acquiring the interest of the user with respect
   to one's own goods easily and accurately.
      DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of
   control server of data communication system. (Drawing includes
   non-English language text).
      Catalog processor (38)
      Database (40)
      pp; 14 DwgNo 2/12
Title Terms: ADVERTISE; PRESENT; METHOD; THROUGH; UPDATE; **PARAMETER** ;
   REPRESENT; USER; INTEREST; RESPECT; EXIST; VIRTUAL; GOODS; BASED; DEMAND;
   USER
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

16/5/59   (Item 43 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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014335723   **Image available**
WPI Acc No: 2002-156426/200221
XRPX Acc No: N02-119041
   **Computer generates user profile data based on total number of occurrences
   of high and low ratings for each product**
Patent Assignee: APPLIED PSYCHOLOGY RES LTD (PSYC-N)

Bode Akintola08-Mar-04

Inventor: BROWN D; BROWN D B
Number of Countries: 027   Number of Patents: 003
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
EP 1117056	A2	20010718	EP 2001300248	A	20010112	200221	B
GB 2358263	A	20010718	GB 20006711	A	20000320	200221	
US 6611842	B1	20030826	US 2000175899	P	20000113	200357	
			US 2000696356	A	20001025		

Priority Applications (No Type Date): GB 20006711 A 20000320; US 2000175899
   P 20000113
Patent Details:

Patent No	Kind Lan Pg	Main IPC	Filing Notes
EP 1117056	A2 E 20	G06F-017/60	

   Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT
   LI LT LU LV MC MK NL PT RO SE SI TR

GB 2358263	A	G06F-017/60	
US 6611842	B1	G06F-017/30	Provisional application US 2000175899

Abstract (Basic): EP 1117056 A2
      NOVELTY - Computer receives selection data identifying selections
made by users and stores it in **user** selection database (12). The
selections are associated with data identifying categories. **Weighted**
totals for total number of times evaluations within predetermined
ranges of different categories are associated with received data, is
determined. Based on the determined totals user profile data is
generated.
      DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the
following:
      (a) Recording apparatus for selectively recording received data;
      (b) Method of generating user profile data;
      (c) Method of selectively recording received data;
      (d) Apparatus for **outputting targeted advertising** ;
      (e) Storage medium containing program for generating user profile
data;
      (f) Recording apparatus for selectively recording television
programs
      USE - For generating profile data indicative of individual's
personal preferences for video films and other products such as books
or music.
      ADVANTAGE - The profile data is used to direct targeted advertising
to users so that products or services advertised correspond to products
which are most likely to appeal to that particular user.
      DESCRIPTION OF DRAWING(S) - The figure shows the schematic block
diagram of a computer.
      User selection database (12)
      pp; 20 DwgNo 1/8
Title Terms: COMPUTER; GENERATE; USER; PROFILE; DATA; BASED; TOTAL; NUMBER;
   OCCUR; HIGH; LOW; RATING; PRODUCT
Derwent Class: T01
International Patent Class (Main): G06F-017/30; **G06F-017/60**
International Patent Class (Additional): H04N-005/761
File Segment: EPI

 16/5/60   (Item 44 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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014333644   **Image available**
WPI Acc No: 2002-154347/200220

                        Bode Akintola08-Mar-04

Related WPI Acc No: 2001-381823; 2001-381824; 2001-381825; 2001-381826;
   2001-381827; 2001-381828; 2001-381831; 2001-390085; 2001-390086;
   2001-390117; 2001-464992; 2001-464993; 2001-464996; 2001-625273;
   2002-017299; 2002-017300; 2002-017301; 2002-066204; 2002-113957;
   2002-113958; 2002-139181; 2002-139182; 2002-154346; 2002-507767;
   2002-598483; 2003-677938; 2003-745190
XRPX Acc No: N02-117428
   **Client device for communications with several other client devices via
   communications network has communication device for downloading
   advertisements from advertisement distribution server system via
   communication link**
Patent Assignee: QUALCOMM INC (QUAL-N); ANTONIO F P (ANTO-I); BECKLEY J D
   (BECK-I); BELK J K (BELK-I); BIRD A (BIRD-I); BOYD J D (BOYD-I); DORNER S
   (DORN-I); DUDZIAK M J (DUDZ-I); JACOBS P E (JACO-I); NOERENBERG J W
   (NOER-I); OGDON B P (OGDO-I); PURLIA J S (PURL-I); RHODES W J (RHOD-I);
   ROSS D J (ROSS-I)
Inventor: ANTONIO F P; BECKLEY J D; BELK J K; BIRD A; BOYD J D; DORNER S;
   DUDZIAK M J; JACOBS P E; NOERENBERG J W; OGDON B P; PURLIA J S; RHODES W
   J; ROSS D J
Number of Countries: 094   Number of Patents: 003
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200142961	A2	20010614	WO 2000US33305	A	20001207	200220	B
AU 200122562	A	20010618	AU 200122562	A	20001207	200220	
US 20010044736	A1	20011122	US 99169622	P	19991208	200220	
			US 2000209392	P	20000601		
			US 2000609123	A	20000630		
			US 2000728053	A	20001201		

Priority Applications (No Type Date): US 2000728053 A 20001201; US 99169622
   P 19991208; US 2000209392 P 20000601; US 2000609123 A 20000630
Patent Details:

Patent No	Kind Lan Pg	Main IPC	Filing Notes
WO 200142961	A2 E 132	G06F-017/00	

   Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
   CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP
   KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT
   RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
   Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
   IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200122562	A	G06F-017/00	Based on patent WO 200142961
US 20010044736	A1	G06F-017/60	Provisional application US 99169622

                                    Cont of application US 2000209392
                                    Cont of application US 2000609123

Abstract (Basic): WO 200142961 A2
      NOVELTY - A communication device (201) such as a modem or Ethernet
   card is used for downloading advertisements from the advertisement
   distribution server system via a communication link. A storage device
   (206) such as a hard disk drive stores downloaded advertisements. A
   monitor (208) displays at least selected ones of the stored
   advertisements, in accordance with advertisement display parameters
   prescribed by an advertisement distribution server system.
      USE - In **advertiser** -supported e-mail software for **delivering
   advertisements** to **client** computers having this advertiser-supported
   e-mail software installed on it.
      ADVANTAGE - Provides a system for distributing advertisements to
   Eudora clients in order to generate advertising revenues that would
   allow a fully-featured version of the Eudora e-mail software to be
   widely distributed free of charge to end-users. Provides e-mail

software that is both universal and email system-independent, i.e., it
is not tied to any particular proprietary e-mail service or service
provider.
      DESCRIPTION OF DRAWING(S) - The drawing is a high level diagram of
a representative one of client devices according to the present
invention.
      communication device (201)
      storage device (206)
      monitor (208)
      pp; 132 DwgNo 2/23
Title Terms: CLIENT; DEVICE; COMMUNICATE; CLIENT; DEVICE; COMMUNICATE;
  NETWORK; COMMUNICATE; DEVICE; ADVERTISE; ADVERTISE; DISTRIBUTE; SERVE;
  SYSTEM; COMMUNICATE; LINK
Derwent Class: T01
International Patent Class (Main): G06F-017/00; **G06F-017/60**
File Segment: EPI

16/5/61   (Item 45 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014098124   **Image available**
WPI Acc No: 2001-582338/200165
XRPX Acc No: N01-433837
  **Polling questions presentation method for Internet chat rooms/bulletin
  boards, involves randomly selected users voting on suitability of
  submitted questions**
Patent Assignee: BROOKMAN W J (BROO-I); QTOPICS INC (QTOP-N)
Inventor: BROOKMAN W J; GROSVENOR J B M; RANGANATH M V
Number of Countries: 094 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200167357	A2	20010913	WO 2001US7302	A	20010305	200165	B
AU 200150807	A	20010917	AU 200150807	A	20010305	200204	

Priority Applications (No Type Date): US 2000540668 A 20000331; US
  2000187662 P 20000307
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200167357	A2	E	99	G06F-017/60	

      Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
      CH CN CO CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS
      JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL
      PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
      Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
      IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW
AU 200150807 A   G06F-017/60   Based on patent WO 200167357

Abstract (Basic): WO 200167357 A2
      NOVELTY - Submitted questions (126) are distributed to randomly
  selected users in an on-line community and each user can vote on
  whether a question should be presented onto a web site. Voting is based
  on a **user   weighting   factor** from previous **user**'s review votes
  (122). The **web** site content is **presented** to **on - line
  advertisers** for the sale of **web** site advertising space (134) related
  to the topic under discussion (112).
      DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the
  following:
      (1) A method of determining a rating or category for a polling
  question using a pattern recognition algorithm.

(2) A method of selling and presenting advertisement space for web sites.

USE - For use in the polling, rating and categorizing submitted question content in an on-line chat room or bulletin board and for advertising relevant goods and services on the web sites.

ADVANTAGE - The screening method prevents inappropriate questions being presented to all users in an on-line community. It also provides advertisers with a way of targeting potential customers.

DESCRIPTION OF DRAWING(S) - The diagram represents a web page presented to selected users for polling submitted questions.

Topics menu option (112)

User vote **weighting** (122)

Submitted question (126)

Advertising space (134)

pp; 99 DwgNo 1/36

Title Terms: POLL; QUESTION; PRESENT; METHOD; ROOM; BOARD; RANDOM; SELECT; USER; VOTE; SUIT; SUBMIT; QUESTION

Derwent Class: T01

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

16/5/62   (Item 46 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014097543   **Image available**

WPI Acc No: 2001-581757/200165

XRPX Acc No: N01-433426

  Method of displaying messages on digital billboards using Internet to connect processor and high resolution display

Patent Assignee: OPLINGER M R (OPLI-I)

Inventor: OPLINGER M R

Number of Countries: 094 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200157763	A1	20010809	WO 2001US3070	A	20010131	200165	B
AU 200131250	A	20010814	AU 200131250	A	20010131	200173	

Priority Applications (No Type Date): US 2000496229 A 20000201

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200157763	A1	E	15	G06F-017/60	

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200131250 A   G06F-017/60   Based on patent WO 200157763

Abstract (Basic): WO 200157763 A1

NOVELTY - Method consists in enabling the **user** to input specifications for targeting the messages (**advertisements**) to an audience, and **displaying** the messages according to a scheduling algorithm using **linear** programming or other **rule** -based scheduling logic.

DETAILED DESCRIPTION - The algorithm includes passenger or audience departure and arrival times and demographics, billboard location attributes, billable advertising rates for each intersection of time

and billboard location, and determines scheduled message placement to
maximize realized billable revenue across a network of display devices.
Message display is dynamically adjustable in real-time with changes
sent from a central processor and the messages can be printed on the
ticket.
   USE - Method is for **displaying** e.g. **advertisements** at terminals
at airports to coincide with the movement of specific **targeted**
audiences.
   ADVANTAGE - Method uses passenger demographic information and
ticket data to display the targeted message.
   DESCRIPTION OF DRAWING(S) - The figure shows the message display
system.
   pp; 15 DwgNo 1/2
Title Terms: METHOD; DISPLAY; MESSAGE; DIGITAL; CONNECT; PROCESSOR; HIGH;
  RESOLUTION; DISPLAY
Derwent Class: T01; W05; W06
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

   16/5/63   (Item 47 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014066001   **Image available**
WPI Acc No: 2001-550214/200161
XRPX Acc No: N01-408687
   Computer implemented method for presenting targeted on - line .
   advertisement **by monitoring and profiling** consumers **using vectors
   generated in a set-up box**
Patent Assignee: EXPANSE NETWORKS INC (EXPA-N); BLASKO J P (BLAS-I)
Inventor: BLASKO J P
Number of Countries: 094 Number of Patents: 003
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200165453	A1	20010907	WO 2001US6650	A	20010228	200161	B
US 20010049620	A1	20011206	US 2000185789	A	20000229	200203	
			US 2000190341	A	20000316		
			US 2001796339	A	20010228		
AU 200149080	A	20010912	AU 200149080	A	20010228	200204	

Priority Applications (No Type Date): US 2000190341 P 20000316; US
  2000185789 P 20000229; US 2001796339 A 20010228
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200165453	A1	E	69	G06F-017/60	

   Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
   CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP
   KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT
   RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
   Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
   IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

| US 20010049620 | A1 | | | G06F-017/60 | Provisional application US 2000185789 |

                                        Provisional application US 2000190341
| AU 200149080 | A | | | G06F-017/60 | Based on patent WO 200165453 |

Abstract (Basic): WO 200165453 A1
   NOVELTY - The system has remote databases storing transactional
   information relating to users; local profilers coupled to the remote
   database process the transactional information and generate profile

vectors based on heuristic **rules** . A secure profiling server (915) is
coupled to the local profilers (set-top box) to receive and processes
locally generated profile vectors. The transaction identification is
based on an arbitrary number selected randomly.
   DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for a
computer system for **presenting   targeted   advertisements** .
   USE - For presenting on-line advertisement.
   ADVANTAGE - The profiling scheme protects the privacy of the
consumer.
   DESCRIPTION OF DRAWING(S) - The figure shows an illustration of a
secure profiling server configured to receive locally generated
profiling vectors.
   Secure Profiling Server (915)
   pp; 69 DwgNo 9/11
Title Terms: COMPUTER; IMPLEMENT; METHOD; PRESENT; LINE; ADVERTISE; MONITOR
 ; PROFILE; CONSUME; VECTOR; GENERATE; SET; UP; BOX
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

   16/5/64   (Item 48 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014042545   **Image available**
WPI Acc No: 2001-526758/200158
XRPX Acc No: N01-390810
   **Advertising medium determination assistance apparatus calculates viewing
   rate parameter by multiplying viewing rate of advertisement and frequency
   of perusal of subscribed book**
Patent Assignee: DENTSU KK (DENT-N)
Number of Countries: 001 Number of Patents: 001
Patent Family:
Patent No   Kind   Date   Applicat No   Kind   Date   Week
JP 2001202413 A   20010727 JP 200014482   A   20000124 200158 B

Priority Applications (No Type Date): JP 200014482 A 20000124
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
JP 2001202413 A   8 G06F-017/60

Abstract (Basic): JP 2001202413 A
   NOVELTY - A central processing unit calculates **viewing** rate of
advertisements in each book subscribed by predetermined group of
subscribers . Frequency of perusal of the subscribed book is calculated
for each subscribed book. Viewing rate **parameter** is calculated by
multiplying advertisements viewing rate with frequency of perusal of
subscribed book.
   DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for
advertising medium determination assistance method.
   USE - For assisting in determination of advertisement media such as
magazine, newspaper, radio, TV for advertising about goods or services.

   ADVANTAGE - Advertisement printing paper is determined based on the
optimum viewing rate parameter.
   DESCRIPTION OF DRAWING(S) - The figure shows the block diagram
explaining advertising medium determination assistance method. (Drawing
includes non-English language text).
   pp; 8 DwgNo 3/10

Title Terms: ADVERTISE; MEDIUM; DETERMINE; ASSIST; APPARATUS; CALCULATE;
   VIEW; RATE; PARAMETER; MULTIPLICATION; VIEW; RATE; ADVERTISE; FREQUENCY;
   BOOK
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

   16/5/65   (Item 49 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

013980323   **Image available**
WPI Acc No: 2001-464537/200150
XRPX Acc No: N01-344532
   **Enterprise revenue management system for on-line advertising campaign,
   has banner serving module, connected to event and** rule **processing
   module, which** displays   advertising   banner **on second** client
   computer
Patent Assignee: MEDIAPLEX INC (MEDI-N)
Inventor: HAEFEKER W; JIANG B R; JOSEPH M K; REKOUTS G
Number of Countries: 084 Number of Patents: 004
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200104784	A2	20010118	WO 2000US18846	A	20000711	200150	B
AU 200059276	A	20010130	AU 200059276	A	20000711	200150	
EP 1190355	A2	20020327	EP 2000945312	A	20000711	200229	
			WO 2000US18846	A	20000711		
JP 2003514269	W	20030415	WO 2000US18846	A	20000711	200328	
			JP 2001510119	A	20000711		

Priority Applications (No Type Date): US 99143778 P 19990713
Patent Details:

Patent No	Kind Lan Pg	Main IPC	Filing Notes
WO 200104784	A2 E 34	G06F-017/00	

   Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU
   CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR
   LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM
   TR TT UA UG UZ VN YU ZW
   Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
   IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW

AU 200059276	A	G06F-017/00	Based on patent WO 200104784
EP 1190355	A2 E	G06F-017/60	Based on patent WO 200104784

   Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT
   LI LT LU LV MC MK NL PT RO SE SI

JP 2003514269	W 46	G06F-017/60	Based on patent WO 200104784

Abstract (Basic): WO 200104784 A2
      NOVELTY - A **rule** storage module is provided in a server computer
   connected to a first **client** computer (102). An event and **rule**
   processing module, provided in the server computer, is connected to an
   event generating module and the rule storage module. A banner serving
   module, connected to the event and **rule** processing module, **displays**
   an **advertising** **banner** on a second **client** computer (103).
      DETAILED DESCRIPTION - An event generating module is provided in a
   first client computer (102). An INDEPENDENT CLAIM is included for an
   on-line advertising campaign managing method.
      USE - For on=line advertising and marketing campaign.
      ADVANTAGE - Enables effective targeting of banner advertisements to
   select groups of **customers** . Enables adaptation of banner-based

advertising campaign to dynamic business **rules** and **parameters** .
Provides accurate return-on-investment reports and analysis.
　　　DESCRIPTION OF DRAWING(S) - The figure shows the diagram of a
computer network.
　　　First client computer (102)
　　　Second client computer (103)
　　　pp; 34 DwgNo 1/6
Title Terms: REVENUE; MANAGEMENT; SYSTEM; ON-LINE; ADVERTISE; CAMPAIGN;
　BANNER; SERVE; MODULE; CONNECT; EVENT; RULE; PROCESS; MODULE; DISPLAY;
　ADVERTISE; BANNER; SECOND; CLIENT; COMPUTER
Derwent Class: T01
International Patent Class (Main): G06F-017/00; **G06F-017/60**
File Segment: EPI

　16/5/66　　(Item 50 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004　Thomson Derwent. All rts. reserv.

013911956　　**Image available**
WPI Acc No: 2001-396169/200142
XRPX Acc No: N01-291771
　**Distribution of advertisements to consumers has advertisement information
　is stored on service provider computer for each one of number of
　advertisements**
Patent Assignee: ACCELERATION SOFTWARE INT CORP (ACCE-N)
Inventor: BALLARD C L
Number of Countries: 001　Number of Patents: 001
Patent Family:
Patent No　　Kind　Date　　Applicat No　　Kind　Date　　Week
US 6182050　　B1　20010130　US 9886233　　A　19980528　200142　B

Priority Applications (No Type Date): US 9886233 A 19980528
Patent Details:
Patent No　Kind Lan Pg　Main IPC　　Filing Notes
US 6182050　　B1　　14 G06F-017/60

Abstract (Basic): US 6182050 B1
　　　NOVELTY - The advertisement information (54) is stored on a service
provider computer (52) for a number of advertisements (56); data
pertaining to an end user on an end user computer (14) is stored; given
advertisement information is processed using at least a portion of the
end **user** information; **display** of the given **advertisement** is
scheduled at the end **users** computer using playback; and advertising
information is stored.
　　　DETAILED DESCRIPTION - The service providers computer includes
processing the request sent by the end user computer to identify an
advertisement to send to the end user based upon the at least a portion
of the end user data included in the request.
　　　An INDEPENDENT CLAIM is also included for A system for distributing
advertisements.
　　　USE - For **distributing　advertisements** for **display** on an end
user computer.
　　　ADVANTAGE - An advertiser is able to reach **consumers** who fit
desired demographic or affinity **parameters** while a **consumers**
privacy is retained.
　　　DESCRIPTION OF DRAWING(S) - The figure shows a block diagram of an
advertisement distribution system.
　　　End user computer (14)
　　　Service provider computer (52)

Advertisement information (54)
Advertisements (56)
pp; 14 DwgNo 3/3
Title Terms: DISTRIBUTE; ADVERTISE; CONSUME; ADVERTISE; INFORMATION;
  STORAGE; SERVICE; COMPUTER; ONE; NUMBER; ADVERTISE
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 16/5/67   (Item 51 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

013906067   **Image available**
WPI Acc No: 2001-390280/200141
XRPX Acc No: N01-287169
  Method for delivering   advertising **information (AD) from service
  provider (SP) to** client **by selecting at least one advertising record
  associated with item profile, which matches typical consumer profile**
Patent Assignee: NOVO MERIDIAN OY (NOVO); KUKKONEN I (KUKK-I)
Inventor: KUKKONEN I
Number of Countries: 095 Number of Patents: 007
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200144996	A1	20010621	WO 2000FI1104	A	20001215	200141	B
AU 200123774	A	20010625	AU 200123774	A	20001215	200162	
FI 9902700	A	20011009	FI 992700	A	19991216	200214	
EP 1247225	A1	20021009	EP 2000987524	A	20001215	200267	
			WO 2000FI1104	A	20001215		
US 20030106055	A1	20030605	WO 2000FI1104	A	20001215	200339	
			US 2002149387	A	20021010		
CN 1411581	A	20030416	CN 2000817238	A	20001215	200345	
FI 112712	B1	20031231	FI 992700	A	19991216	200404	

Priority Applications (No Type Date): FI 992700 A 19991216
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
WO 200144996 A1 E 19 G06F-017/60
   Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
   CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP
   KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT
   RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
   Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
   IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW
AU 200123774 A   G06F-017/60   Based on patent WO 200144996
FI 9902700   A   G06F-017/60
EP 1247225   A1 E   G06F-017/60   Based on patent WO 200144996
   Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT
   LI LT LU LV MC MK NL PT RO SE SI TR
US 20030106055 A1   H04N-005/445
CN 1411581   A   G06F-017/60
FI 112712   B1   G06F-017/60   Previous Publ. patent FI 9902700

Abstract (Basic): WO 200144996 A1
      NOVELTY - At least one characteristic **parameter** (HA) of **client**
   (C) is determined as a typical **consumer** profile characterizing a set
   of **people** having at least one **parameter** (HA). At least one
   advertising record is selected among the selectable advertising records
   (AR) associated with an item profile, which matches the typical
   consumer profile. At least one item is extracted for advertising to the
   client (C) from at least one selected advertising record.

Bode Akintola08-Mar-04

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for:
(a) a server computer arrangement
(b) a computer readable medium
USE - For **delivering** customized **advertisements** to **customers** .
ADVANTAGE - Provides more relevant information.
DESCRIPTION OF DRAWING(S) - The drawing shows a block diagram
illustrating a telecommunication system in which the invention may be
used.
 client (C)
 characteristic parameter (HA)
 service provider (SP)
 advertising records (AR)
 pp; 19 DwgNo 1/3
Title Terms: METHOD; DELIVER; ADVERTISE; INFORMATION; SERVICE; SPECIES;
 CLIENT; SELECT; ONE; ADVERTISE; RECORD; ASSOCIATE; ITEM; PROFILE; MATCH;
 TYPICAL; CONSUME; PROFILE
Derwent Class: T01; W01; W05
International Patent Class (Main): **G06F-017/60** ; H04N-005/445
File Segment: EPI

16/5/68   **(Item 52 from file: 350)**
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

013662487   **Image available**
WPI Acc No: 2001-146699/200115
XRPX Acc No: N01-107402
 Computer based advertisement providing method to end- users **, involves**
 periodically communicating parameters **to remote** server **during**
 execution of application software by user **after which** advertisement
 is displayed
Patent Assignee: ZLECTRIC (ZLEC-N)
Inventor: BAUSCHPIES R; COOK J; LEEDS R; WALLACE J
Number of Countries: 092 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200068851	A2	20001116	WO 2000US12208	A	20000505	200115	B
AU 200054397	A	20001121	AU 200054397	A	20000505	200117	

Priority Applications (No Type Date): US 99133031 P 19990507
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200068851	A2	E	30	G06F-017/60	

 Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY CA CH
 CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE
 KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU
 SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
 Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
 IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200054397 A   G06F-017/60   Based on patent WO 200068851

Abstract (Basic): WO 200068851 A2
  NOVELTY - An application software including a computer coded
application program interface (API) is executed by **user** (200).
Parameters are periodically communicated by the software to a remote
server (100) during execution. Advertisement is provided by server to
the software for display to the user on a user interface.
  DETAILED DESCRIPTION - The **parameters** include identification of
an area of the **user** interface where the **advertisement** is **displayed**

to the **user** and length of time in which **advertisement** is
displayed . INDEPENDENT CLAIMS are also included for the following:
    (a) revenue collection method from end users;
    (b) compensating method of software developer
    USE - Used in providing advertisement for **users** from remote
server via **internet** , for **delivering** **advertisements** via
application software executed on **user** terminal. For set top boxes or
as components of telephone, television, audio only players or other
devices used for communication or display of data.
    ADVANTAGE - The API permits **advertisers** to **display**
advertisements on a **user** 's computer screen while the **user** is using
the software application. The remote server monitors the accessing
activity and correctness of entries within the database. Advertisements
from different advertisers are included in the application software.
The API includes a tracking mechanism that collects statistical data
regarding the user's preference and reports the data to a central
reporting location which is the remote server.
    DESCRIPTION OF DRAWING(S) - The figure shows block diagram of
software distribution system.
    Remote server (100)
    User terminal (200)
    pp; 30 DwgNo 1/5
Title Terms: COMPUTER; BASED; ADVERTISE; METHOD; END; USER; PERIOD;
  COMMUNICATE; **PARAMETER** ; REMOTE; SERVE; EXECUTE; APPLY; SOFTWARE; USER;
  AFTER; ADVERTISE; DISPLAY
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

16/5/69   (Item 53 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

013556469   **Image available**
WPI Acc No: 2001-040676/200105
XRPX Acc No: N01-030341
  Dynamic advertising apparatus for communication system, retrieves
  advertising or other promotional materials, and sends it to client
  terminal, in response to request from terminal
Patent Assignee: TEL.NET MEDIA PTY LTD (TELN-N)
Inventor: JONES A B; TAYLOR D R
Number of Countries: 090 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200052608	A1	20000908	WO 2000AU157	A	20000306	200105	B
AU 200028958	A	20000921	AU 200028958	A	20000306	200105	

Priority Applications (No Type Date): AU 993294 A 19991006; AU 999047 A
  19990304
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200052608	A1	E	19	G06F-017/60	

    Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
    CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
    KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE
    SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
    Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
    IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

| AU 200028958 | A | | | G06F-017/60 | Based on patent WO 200052608 |

Abstract (Basic): WO 200052608 A1
        NOVELTY - A client terminal (12) is controlled so that information
    originating from a server (30), and advertising or other promotional
    materials originating from another source, are presented on an
    indicator of the client terminal. A request for information from the
    client terminal, is intercepted, and advertising or promotional
    materials are retrieved and sent to the client terminal.
        USE - For presenting advertising or promotional materials by
    Internet service providers in computer networks, TV networks, telephone
    networks and radio networks.
        ADVANTAGE - Enables modifying the request from **user** terminal,
    such that the modified request includes **parameters** relating to
    locality of the **user** , time of day at the locality, **user** usage
    pattern and user demographic.
        DESCRIPTION OF DRAWING(S) - The figure shows the partial schematic
    diagram of advertising apparatus.
        Client terminal (12)
        Server (30)
        pp; 19 DwgNo 4/4
Title Terms: DYNAMIC; ADVERTISE; APPARATUS; COMMUNICATE; SYSTEM; RETRIEVAL;
  ADVERTISE; PROMOTE; MATERIAL; SEND; CLIENT; TERMINAL; RESPOND; REQUEST;
  TERMINAL
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
International Patent Class (Additional): G06F-017/30
File Segment: EPI

 16/5/70   (Item 54 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

013399810   **Image available**
WPI Acc No: 2000-571748/200053
XRPX Acc No: N00-422999
  **Micro-targeted advertising method for network device, involves generating
  modified spot placement script in response to trigger event after**
  displaying **one or more** advertisement **to** user **of** networked **device**
Patent Assignee: ZAP ME! (ZAPM-N)
Inventor: MARKS J K; MORTENSEN L H; STRASNICK S L
Number of Countries: 090 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200041112	A1	20000713	WO 99US30529	A	19991220	200053	B
AU 200020579	A	20000724	AU 200020579	A	19991220	200053	

Priority Applications (No Type Date): US 99227476 A 19990108
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200041112	A1	E	38	G06F-017/60	

    Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
    CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
    KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE
    SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
    Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
    IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

| AU 200020579 | A | | | G06F-017/60 | Based on patent WO 200041112 |

Abstract (Basic): WO 200041112 A1

NOVELTY - Advertisement profile is determined for **user** of a networked device to generate an advertisement spot placement script based on temporal **factor** such as date, time, day, week, month and year, demographic **factor** such as age, geographical location, gender and educational background of **user** and interest profile of **user** . Based on trigger event, a modified advertisement spot placement script is generated.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:
(a) apparatus for micro-targeted advertising;
(b) machine readable medium
USE - For providing micro-targeted advertising related to television, Internet to users of network devices.
ADVANTAGE - Allows for targeting advertising more narrowly and more effectively. Scripts can be reordered, re-sequenced, updated or re-generated in response to modification or trigger event. Enables advertisement scripts to be used for advertisement spot sequencing and scheduling as well as the programming of user initiated or time based trigger events.
DESCRIPTION OF DRAWING(S) - The figures shows the flow diagram for generating a micro-targeted advertising script.
pp; 38 DwgNo 5/8
Title Terms: MICRO; ADVERTISE; METHOD; NETWORK; DEVICE; GENERATE; MODIFIED; SPOT; PLACE; SCRIPT; RESPOND; TRIGGER; EVENT; AFTER; DISPLAY; ONE; MORE; ADVERTISE; USER; DEVICE
Derwent Class: T01; W01; W05
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

16/5/71   (Item 55 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

013310610   **Image available**
WPI Acc No: 2000-482547/200042
XRPX Acc No: N00-358791
Online **global** advertising display **system for game arcade, credits corresponding amount for game activity to** user **'s account and downloads exchange values related to activities to user periodically**
Patent Assignee: KLAYH J (KLAY-I)
Inventor: KLAYH J
Number of Countries: 090 Number of Patents: 003
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200038089	A2	20000629	WO 99CA1201	A	19991216	200042	B
AU 200017637	A	20000712	AU 200017637	A	19991216	200048	
EP 1145175	A2	20011017	EP 99960734	A	19991216	200169	
			WO 99CA1201	A	19991216		

Priority Applications (No Type Date): US 98218018 A 19981222
Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200038089	A2	E	116	G06F-017/60	

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200017637 A   G06F-017/60   Based on patent WO 200038089
EP 1145175   A2 E   G06F-017/60   Based on patent WO 200038089
    Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LI
    LU MC NL PT SE

Abstract (Basic): WO 200038089 A2
        NOVELTY - The identity of user accessing POS terminals (11) is
    identified from the ID card and the game activity of user along with ID
    is output to regional server (1). The reward to user for the detected
    activity is stored in databases (5). Based on the user activity,
    corresponding amount is credited in user's account. Administration
    terminal (43) downloads exchange values related to activities,
    periodically.
        DETAILED DESCRIPTION - The **advertisement** and game **parameters**
    are **displayed** from the administration terminal to the **user** terminal
    via **network** . The database stores data relating to demographic of
    user . On identification of **user** , offers such as printed ticket or
    video display is offered to user. The demographic data is updated
    periodically in real time basis. An INDEPENDENT CLAIM is also included
    for the system for controlling exchange medium.
        USE - For **displaying** **advertisements** , loyalty points, premiums,
    scores, game characteristics, rewards, exchange points to **customer** in
    game arcade. Also for use in bank card and airline card transaction.
    Also for use in commercial centers such as fast food restaurants,
    retail stores.
        ADVANTAGE - Provides display of game rewards and other exchanges to
    user reliably.
        DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of
    the advertising system.
        Regional server (1)
        Database (5)
        User accessing POS terminal (11)
        Administration terminal (43)
        pp; 116 DwgNo 1/5
Title Terms: GLOBE; ADVERTISE; DISPLAY; SYSTEM; GAME; CREDIT; CORRESPOND;
  AMOUNT; GAME; ACTIVE; USER; ACCOUNT; EXCHANGE; VALUE; RELATED; ACTIVE;
  USER; PERIOD
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

 16/5/72   (Item 56 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

013251161   **Image available**
WPI Acc No: 2000-423044/200036
Related WPI Acc No: 2000-412468; 2000-423042
XRPX Acc No: N00-315699
  **Advertisement auctioning method involves transmitting advertisement from
  provider computer system to consumer corresponding to advertisement
  opportunity**
Patent Assignee: TELECOM PARTNERS LTD (TELE-N); EXPANSE NETWORKS INC
  (EXPA-N)
Inventor: ELDERING C A
Number of Countries: 089 Number of Patents: 003
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200033163	A2	20000608	WO 99US28629	A	19991202	200036	B

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AU 200020386    A    20000619  AU 200020386    A    19991202  200044
US 6324519      B1   20011127  US 99268520     A    19990312  200175
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Priority Applications (No Type Date): US 99268520 A 19990312; US 98204888 A
    19981203
Patent Details:
Patent No Kind Lan Pg   Main IPC   Filing Notes
WO 200033163 A2 E 47 G06F-000/00
    Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
    CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
    KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG
    SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
    Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
    IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW
AU 200020386   A   G06F-000/00   Based on patent WO 200033163
US 6324519   B1   G06F-017/60

Abstract (Basic): WO 200033163 A2
       NOVELTY - A provider system provides advertisement opportunity
    notification, based on opportunity to transmit an advertisement to
    consumer . Correlation **factor** between advertisement characterization
    and **consumer** in profiler computer system is computed and sent to
    advertiser computer system. The provider system successfully sends
    advertisement to consumer based on advertisement opportunity.
       DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the
    following:
       (a) data processing system;
       (b) computer program for data processing
       USE - Advertisement auctioning system.
       ADVANTAGE - The provider has the ability to maximize revenue for
    the advertising opportunity, when the advertisers can target their
    advertisements at consumers with appropriate demographic
    characteristics.
       DESCRIPTION OF DRAWING(S) - The figure shows the relationship
    diagram of advertisement auctioning system.
       pp; 47 DwgNo 1A/7
Title Terms: ADVERTISE; METHOD; TRANSMIT; ADVERTISE; COMPUTER; SYSTEM;
    CONSUME; CORRESPOND; ADVERTISE
Derwent Class: T01
International Patent Class (Main): G06F-000/00; **G06F-017/60**
File Segment: EPI

16/5/73   (Item 57 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

012915266   **Image available**
WPI Acc No: 2000-087102/200007
XRPX Acc No: N00-068368
**Marketing piece design and ordering system in print advertising and
commercial display signage**
Patent Assignee: FAC SERVICES GROUP LP (FACS-N)
Inventor: SCOTT M J; SPARKS D R; TREMEL W
Number of Countries: 087 Number of Patents: 006
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 9963452	A1	19991209	WO 99US12179	A	19990601	200007	B
AU 9942276	A	19991220	AU 9942276	A	19990601	200021	
US 6167382	A	20001226	US 9888173	A	19980601	200103	
EP 1082672	A1	20010314	EP 99926119	A	19990601	200116	

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                               WO 99US12179    A    19990601
KR 2001071374  A    20010728   KR 2000713619   A    20001201  200208
JP 2002517822  W    20020618   WO 99US12179    A    19990601  200242
                               JP 2000552598   A    19990601
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Priority Applications (No Type Date): US 9888173 A 19980601
Patent Details:
Patent No   Kind Lan Pg   Main IPC   Filing Notes
WO 9963452   A1 E 98 G06F-017/21
    Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
    CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
    LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK
    SL TJ TM TR TT UA UG UZ VN YU ZA ZW
    Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
    IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW
AU 9942276   A   G06F-017/21   Based on patent WO 9963452
US 6167382   A   G06F-017/60
EP 1082672   A1 E   G06F-017/21   Based on patent WO 9963452
    Designated States (Regional): AT BE CH DE ES FI FR GB IT LI NL PT SE
KR 2001071374 A   G06F-019/00
JP 2002517822 W   103 G06F-017/21   Based on patent WO 9963452

Abstract (Basic): WO 9963452 A1
      NOVELTY - A **client** (12) selects a design **parameter** of a printed
  material among several **parameters** stored in a memory and then
  transmits an order for the printed material along with the selected
  design **parameter** to a processor through internet. The processor in
  response to the order received from the **client** creates a file for
  producing the printed material.
      DETAILED DESCRIPTION - The design parameters include text and image
  attributes of the printed material. An INDEPENDENT CLAIM is also
  included for marketing piece designing and ordering method.
      USE - In field of print advertising and commercial display signage.
      ADVANTAGE - Greatly reduces time to develop print advertising and
  commercial display materials, by choosing design **parameters** from an
  existing menu of formats and images. Reduces cost through elimination
  of many **people** and agencies normally involved in developing materials
  of print **advertising** and commercial **display** signage. Enables even
  modest business organizations to create their own high quality
  advertising and display materials at minimum time and cost using
  internet linked marketing piece design and ordering system.
      DESCRIPTION OF DRAWING(S) - The figure shows the high level
  schematic diagram of advertising piece design and ordering system.
      pp; 98 DwgNo 1/62
Title Terms: MARKET; PIECE; DESIGN; ORDER; SYSTEM; PRINT; ADVERTISE;
  COMMERCIAL; DISPLAY
Derwent Class: T01; W05
International Patent Class (Main): G06F-017/21; **G06F-017/60** ; G06F-019/00
International Patent Class (Additional): G06T-001/00
File Segment: EPI

 16/5/74   (Item 58 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

012755603   **Image available**
WPI Acc No: 1999-561720/199947
XRPX Acc No: N99-415071
  Delivering and redeeming method of dynamic and adaptive promotional

incentives in computer network
Patent Assignee: IQ.COMMERCE CORP (IQCO-N)
Inventor: BARTLETT S W; HOEBER A N; KAY E A; MEYER C
Number of Countries: 083   Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 9946708	A1	19990916	WO 99US4970	A	19990305	199947	B
AU 9930709	A	19990927	AU 9930709	A	19990305	200006	

Priority Applications (No Type Date): US 9877630 P 19980311
Patent Details:

Patent No	Kind Lan Pg	Main IPC	Filing Notes
WO 9946708	A1 E 145	G06F-017/60	

   Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU
CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC
LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL
TJ TM TR TT UA UG UZ VN YU ZW
   Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

| AU 9930709 | A | | G06F-017/60 | Based on patent WO 9946708 |

Abstract (Basic): WO 9946708 A1
    NOVELTY - Each incentive has existence message with a value
assigned based on incentive formula. A selecting mechanism is
programmed to select incentive existence message of particular
incentive based on consumer characteristics. The selected message is
published in web page of network.
    DETAILED DESCRIPTION - The incentive information computer is
connected to network and incentive database. The value is set to
satisfy one or more match criteria. An INDEPENDENT CLAIM is also
included for delivering and redeeming system of dynamic and adaptive
promotional incentives.
    USE - For delivering and redeeming dynamic and adaptive promotional
incentives in computer network.
    ADVANTAGE - Enables company to present incentive offers to
individuals taking into account of several inventory **factors** ,
financial **factors** and **consumer** **factors** in timely manner.
    DESCRIPTION OF DRAWING(S) - The figure shows software component
modules of the system.
    pp; 145 DwgNo 3/36
Title Terms: DELIVER; METHOD; DYNAMIC; ADAPT; PROMOTE; COMPUTER; NETWORK
Derwent Class: T01
International Patent Class (Main): **G06F-017/60**
File Segment: EPI

```
Set      Items    Description
S1           6    AU=(WILKINS C? OR WILKINS, C?)
S2      110820    ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION?
S3       17326    COUPON? ? OR INCENTIVE? ? OR REWARD? OR REBATE?
S4      850224    PARAMETER? OR FACTOR OR FACTORS OR CRITERI?OR FEATUR? OR W-
                  EIGH? OR RULE? ?
S5       12006    S2(3N)(DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER?
                  OR VIEW?)
S6        4388    S5(20N)(TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BU-
                  YER? OR PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR
                  PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY)
S7         437    S6(15N)S4           -
S8          13    S7(S)(FLIGHT? OR LINEAR? OR NONLINEAR)
S9        1802    S5(5N)(DISTRIBUT? OR ONLINE OR ON()LINE OR INTERNET OR INT-
                  RANET OR WEB? OR HOMEPAGE OR HOME()PAGE OR NETWORK? OR PORTAL?
                  OR WWW OR CYBER? OR LAN OR SERVER?)
S10        918    S9(10N)(TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BU-
                  YER? OR PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR
                  PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY)
S11         42    S10(15N)S4
S12          0    S1 AND S2
S13         30    (S8 OR S11) AND IC=G06F-017/60
? show files
File 348:EUROPEAN PATENTS 1978-2004/Feb W05
        (c) 2004 European Patent Office
File 349:PCT FULLTEXT 1979-2002/UB=20040304,UT=20040226
        (c) 2004 WIPO/Univentio
```

13/3,K/1   (Item 1 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2004 European Patent Office. All rts. reserv.

01640740
Rules-based, targeted redeemable comp generation and management
Gezielte, regelbasierte Erzeugung und Management fur einlosbare Gutscheine
Emission ciblee et management de coupons remboursables bases sur de regles
PATENT ASSIGNEE:
  Harrah's Operating Company, Inc., (2440040), 1023 Cherry Road, Memphis,
    TN 38117, (US), (Applicant designated States: all)
INVENTOR:
  Stanley, Tim, 107 Fountainhead Circle, Henderson, Nevada 89052, (US)
  Reeves, Timothy J., 15715 Barkley, Overland Park, Kansas 66223, (US)
  Parks, Ben, 699 Roddenberry Avenue, Las Vegas, Nevada 89123, (US)
  Norton, David, 9701 Royal Lamb Drive, Las Vegas, Nevada 89145, (US)
LEGAL REPRESENTATIVE:
  McLeish, Nicholas Alistair Maxwell et al (74621), Boult Wade Tennant
    Verulam Gardens 70 Gray's Inn Road, London WC1X 8BT, (GB)
PATENT (CC, No, Kind, Date): EP 1351180 A2 031008 (Basic)
                              EP 1351180 A3 040204
APPLICATION (CC, No, Date):   EP 2003252074 030401;
PRIORITY (CC, No, Date): US 114821 020401
DESIGNATED STATES: AT; BE; BG; CH; CY; CZ; DE; DK; EE; ES; FI; FR; GB; GR;
  HU; IE; IT; LI; LU; MC; NL; PT; RO; SE; SI; SK; TR
EXTENDED DESIGNATED STATES: AL; LT; LV; MK
INTERNATIONAL PATENT CLASS: **G06F-017/60**
ABSTRACT WORD COUNT: 75
NOTE:
  Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:
Available Text Language   Update   Word Count
    CLAIMS A (English)   200341   1164
    SPEC A   (English)   200341   8204
Total word count - document A   9368
Total word count - document B   0
Total word count - documents A + B   9368

INTERNATIONAL PATENT CLASS: **G06F-017/60**

...SPECIFICATION or more comps promotions via certain qualifying on-line
  activity. Depending on a promotion's **rules** for comp generation,
  qualifying on-line activity includes **user** registration at the web site,
  logging into and visiting the **web** site, **viewing** particular pages or
  advertisements on the **web** site, **on** – **line** gaming, answering on-line
  questionnaires, and purchasing goods or services from the web site. A...

13/3,K/2   (Item 2 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2004 European Patent Office. All rts. reserv.

01544174
ADVERTISEMENT   SELECTION   APPARATUS,   ADVERTISEMENT   SELECTION
    METHOD, AND STORAGE MEDIUM
WERBUNGSAUSWAHLVORRICHTUNG, WERBUNGSAUSWAHLVERFAHREN UND SPEICHERMEDIUM
APPAREIL ET PROCEDE DE SELECTION DE PUBLICITE, SUPPORT DE STOCKAGE
PATENT ASSIGNEE:

Sony Corporation, (214028), 7-35, Kitashinagawa 6-chome, Shinagawa-ku,
    Tokyo 141-0001, (JP), (Applicant designated States: all)
INVENTOR:
  INOUE, Toshio, c/o SONY CORPORATION, 7-35, KITASHINAGAWA 6-CHOME,
    SHINAGAWA-KU, Tokyo 141-0001, (JP)
  TSUNODA, Tomohiro, c/o SONY CORPORATION, 7-35, KITASHINAGAWA 6-CHOME,
    SHINAGAWA-KU, Tokyo 141-0001, (JP)
  HOSHINO, Masaaki, c/o SONY CORPORATION, 7-35, KITASHINAGAWA 6-CHOME,
    SHINAGAWA-KU, Tokyo 141-0001, (JP)
  OHSUMI, Tomoharu, c/o SONY CORPORATION, 7-35, KITASHINAGAWA 6-CHOME,
    SHINAGAWA-KU, Tokyo 141-0001, (JP)
LEGAL REPRESENTATIVE:
  Horner, David Richard (77632), D Young & Co, 21 New Fetter Lane, London
    EC4A 1DA, (GB)
PATENT (CC, No, Kind, Date): EP 1394694 A1 040303 (Basic)
                              WO 2002101587 021219
APPLICATION (CC, No, Date): EP 2002733362 020606; WO 2002JP5622 020606
PRIORITY (CC, No, Date): JP 2001171321 010606; JP 2001171319 010606
DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
  LU; MC; NL; PT; SE; TR
EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI
INTERNATIONAL PATENT CLASS: G06F-017/30; **G06F-017/60** ; H04N-007/173;
  G09F-019/00
ABSTRACT WORD COUNT: 134
NOTE:
  Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; Japanese
FULLTEXT AVAILABILITY:
Available Text Language   Update   Word Count
      CLAIMS A (English)   200410   4084
      SPEC A   (English)   200410   16956
Total word count - document A   21040
Total word count - document B   0
Total word count - documents A + B   21040

...INTERNATIONAL PATENT CLASS: **G06F-017/60**

 13/3,K/3   (Item 3 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2004 European Patent Office. All rts. reserv.

01367888
Transaction processing method and transaction processing system
Verfahren und System fur die Abwicklung von Einkaufen
Procede et systeme pour le traitement des achats
PATENT ASSIGNEE:
  Sony Computer Entertainment Inc., (2185312), 1-1, Akasaka 7-chome,
    Minato-ku, Tokyo 107-0052, (JP), (Applicant designated States: all)
INVENTOR:
  Amano, Takaaki, c/o Sony Music Communications Co., Sumitomo Ichigaya B.
    10F, 1-1 Ichigaya-Honmura-cho, Shinjuku-ku, Tokyo 162-0845, (JP)
  Maeda, Yoshiharu, c/o Sony Music Communications Co, Sumitomo Ichigaya B.
    10F, 1-1 Ichigaya-Honmura-cho, Shinjuku-ku, Tokyo 162-0845, (JP)
LEGAL REPRESENTATIVE:
  Turner, James Arthur et al (74631), D. Young & Co., 21 New Fetter Lane,
    London EC4A 1DA, (GB)
PATENT (CC, No, Kind, Date): EP 1164525 A1 011219 (Basic)
APPLICATION (CC, No, Date):   EP 2001304619 010524;
PRIORITY (CC, No, Date): JP 2000153227 000524; JP 2001151501 010521

DESIGNATED STATES: DE; ES; FR; GB; IT
EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI
INTERNATIONAL PATENT CLASS: **G06F-017/60**
ABSTRACT WORD COUNT: 152
NOTE:
   Figure number on first page: 2

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:
Available Text   Language   Update   Word Count
     CLAIMS A   (English)   200151   977
     SPEC A   (English)   200151   9443
Total word count - document A   10420
Total word count - document B   0
Total word count - documents A + B   10420

INTERNATIONAL PATENT CLASS: **G06F-017/60**

...SPECIFICATION be displayed on the advertisement within the applicable
   point number in accordance with a predetermined **rule** ;
      Web server means for producing a **Web** page which **displays** the
   advertisement , with respect to the **person** concerning the first
   apparatus, to which the determined point number has been applied, under
   selectable...

...CLAIMS be displayed on said advertisement within said applicable point
      number in accordance with a predetermined **rule** ;
   Web server means for producing a **Web** page which **displays** the
      advertisement with respect to the **person** concerning said first
      apparatus, to which the determined point number has been applied
      under selectable...

...be displayed on said advertisement within said applicable point number
      in accordance with a predetermined **rule** ;
   a Web server process for producing a **Web** page which **displays** the
      advertisement related to the **person** concerning said first
      apparatus, to which the determined point number has been applied
      under selectable...

 13/3,K/4   **(Item 1 from file: 349)**
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

01000015   **Image available**
ADVERTISEMENT MANAGEMENT METHOD, SYSTEM AND COMPUTER PROGRAM PRODUCT
PROCEDE, SYSTEME ET PRODUIT-PROGRAMME INFORMATIQUE DE GESTION PUBLICITAIRE
Patent Applicant/Assignee:
   PARKERVISION INC, 8493 Baymeadows Way, Jacksonville, FL 32256, US, US
      (Residence), US (Nationality)
Inventor(s):
   HOLTZ Alex, 11837 Tanya Terrace East, Jacksonville, FL 32223, US,
   LAROCQUE Marcel, 2766 Mandarin Meadow Drive, North, Jacksonville, FL
      32223, US,
   BENSON John R, 10481 Wellington Springs Way, Jacksonville, FL 32221, US,
   COUCH William H, 2876 Breakers Drive, Fernandina Beach, FL 32034, US,
   HOEPPNER Charles M, 5387 Riverbreeze Court, Jacksonville, FL 32277, US,
   MCALLISTER Benjamin Jay, 9047 San Jose Boulevard, Apt. 901, Jacksonville,
      FL 32257, US,
   SNYDER Robert J, 1404 Kipling Lane, St. Augustine, FL 32095, US,

TINGLE Keith Gregory, 622 Oceanfront, Neptune Beach, FL 32266, US,
Legal Representative:
  LEE Michael Q (et al) (agent), Sterne, Kessler, Goldstein, & Fox
    P.L.L.C., Suite 600, 1100 New York Avenue, N.W., Washington, DC
    20005-3934, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200330011 A1 20030410 (WO 0330011)
  Application: WO 2002US29647 20020920 (PCT/WO US0229647)
  Priority Application: US 2001323328 20010920; US 2002363098 20020312; US
    2002208810 20020801
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU
  CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
  KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO
  RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VC VN YU ZA ZM ZW
  (EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR
  (OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 18301

International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description

Detailed Description
... the present invention are based on a combination of over-the-air
  broadcast criteria and **client** -server metrics, these **factors** are
  combined to create varying degrees of certainty that an **advertisement**
  actually would be **presented** , received or viewed by the greatest
  quantity of users most likely to purchase the advertised...

  13/3,K/5   (Item 2 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00952533   **Image available**
METHOD AND SYSTEM FOR DISTRIBUTING TARGETED ADVERTISING
PROCEDE ET SYSTEME DE DIFFUSION DE PUBLICITE CIBLEE
Patent Applicant/Assignee:
  ERICSSON INC, 6300 Legacy, Plano, TX 75024, US, US (Residence), US
    (Nationality)
Inventor(s):
  LINDE Leif, 2109 Oak Brook, Richardson, TX 75081, US,
Legal Representative:
  HAN John C (et al) (agent), Ericsson Inc., 6300 Legacy, MS EVW 2-C-2,
    Plano, TX 75024, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200286669 A2-A3 20021031 (WO 0286669)
  Application: WO 2002US12480 20020417 (PCT/WO US0212480)
  Priority Application: US 2001838489 20010419
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU
  CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
  KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO
  RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
  (OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English
Filing Language: English
Fulltext Word Count: 7248

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description

Detailed Description
... that subscriber for that promotion to prevent that promotion from
  being re-sent to that **subscriber** . The **present** invention **distributes**
  promotions that are a best fit to the **subscriber** . This determination
  will be performed using "Best Fit" **rules** , such as: 1) Time Window Fit (

  13/3,K/6   (Item 3 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00950302   **Image available**
SYSTEM AND METHOD FOR WEB-BASED MARKETING AND CAMPAIGN MANAGEMENT
SYSTEME ET PROCEDE DE MARKETING BASE SUR INTERNET ET GESTION DE CAMPAGNE
Patent Applicant/Assignee:
  BEA SYSTEMS INC, 2315 North First Street, San Jose, CA 95131, US, US
    (Residence), US (Nationality)
Inventor(s):
  SMITH Greg, 9738 Tlller Lane, Westminster, CO 80021, US,
  OLANDER Daryl, 720 Juniper Avenue, Boulder, CO 80304, US,
  STAMM Tom, 894 West Willow Street, Louisville, CO 80027, US,
  BERGMAN Robert, 9669 Orangewood Drive, Denver, CO 80260, US,
  COOKE Thomas, 2807 Sundown Lane #308, Boulder, CO 80303, US,
Legal Representative:
  MEYER Sheldon R (et al) (agent), Fliesler, Dubb, Meyer and Lovejoy LLP,
    Fourth Floor, Four Embarcadero Center, San Francisco, CA 94111-4156, US
    ,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200284441 A2-A3 20021024 (WO 0284441)
  Application: WO 2002US11969 20020416 (PCT/WO US02011969)
  Priority Application: US 2001283977 20010416; US 2001306487 20010718; US
    2002122677 20020415; US 2002122594 20020415
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU
  CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
  KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO
  RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
  (OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 16487

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description

Detailed Description
... in the same
  fashion. The global-user bucket will generally be populated via
  campaign startup **rules** .

[0082] In one embodiment of the invention for use with **Web** -sites
having **advertisements** , the **display** a particular **ad** to the **user**
can
generate an event, as will the click-thru of an ad. In both cases...

13/3,K/7   (Item 4 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00901347   **Image available**
**METHOD AND APPARATUS FOR RECOGNIZING ELECTRONIC COMMERCE WEB PAGES AND
    SITES**
**PROCEDE ET APPAREIL DE RECONNAISSANCE DE PAGES ET DE SITES WEB DE COMMERCE
    ELECTRONIQUE**
Patent Applicant/Assignee:
  NETSCAPE COMMUNICATIONS CORPORATION, 501 E. Middlefield Road, Mountain
    View, CA 94043, US, US (Residence), US (Nationality), (For all
    designated states except: US)
Patent Applicant/Inventor:
  BURNETT Anne, 17120 Viewcrest Lane, Morgan Hill, CA 95037, US, US
    (Residence), US (Nationality), (Designated only for: US)
  TOM Allen, 441 Quintara Street, San Francisco, CA 94116, US, US
    (Residence), US (Nationality), (Designated only for: US)
  AMBACH Jim, 1034 St. Joseph Avenue, Los Altos, CA 94024, US, US
    (Residence), US (Nationality), (Designated only for: US)
  CHU Valerie, 2569 Louis Road, Palo Alto, CA 94303, US, US (Residence), US
    (Nationality), (Designated only for: US)
  KHODABAKCHIAN Edwin, Apartment Q2132, 1000 Escalon Avenue, Sunnyvale, CA
    94086, US, US (Residence), FR (Nationality), (Designated only for: US)
  LI Trang, 614 San Conrado Terrace #7, Sunnyvale, CA 94086, US, US
    (Residence), US (Nationality), (Designated only for: US)
  MI Glenn, 119 Arcadia Avenue, Santa Clara, CA 95051, US, US (Residence),
    CN (Nationality), (Designated only for: US)
Legal Representative:
  GLENN Michael (et al) (agent), Glenn Patent Group, Suite L., 3475 Edison
    Way, Menlo Park, CA 94025, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200235421 A1 20020502 (WO 0235421)
  Application: WO 2000US29430 20001024   (PCT/WO US0029430)
  Priority Application: WO 2000US29430 20001024
Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK
  DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
  LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ
  TM TR TT TZ UA UG US UZ VN YU ZA ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 7813
Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description

Detailed Description
... let sponsoring merchants pay additional fees in order to occlude their
  competition. None of these **factors** consider the benefits that

competition offers to the **on - line** **consumers** .

The prior art **banner** **presentation** mechanism as embodied in the various search engines has proven itself as an efficient means...

13/3,K/8 **(Item 5 from file: 349)**
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00866279
METHOD AND SYSTEM FOR DEFINING A PROMOTION
PROCEDE ET SYSTEME DE DEFINITION D'UNE PROMOTION
Patent Applicant/Assignee:
  CATALINA MARKETING INTERNATIONAL INC, 200 Carillon Parkway, St.
    Petersburg, FL 33716, US, US (Residence), US (Nationality)
Inventor(s):
  LAOR Raviv, 155 West 81st Street, New York, NY 10024, US,
Legal Representative:
  LAPPIN Mark G (et al) (agent), McDermott, Will & Emery, 28 State Street,
    Boston, MA 02109-1775, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200198987 A1 20011227 (WO 0198987)
  Application: WO 2001US14879 20010509 (PCT/WO US0114879)
  Priority Application: US 2000596664 20000619
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ
  DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
  LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
  SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 5316

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description

Detailed Description
... gif ' is selected from window 3 5 6, step 226.

  Once all of the promotion **parameters** have been entered into the
  promotion **server** system., screen **display** 360, FIG. 3E, is displayed
  to the **user** . Screen display 360 includes all of the promotion
  parameters input to the promotion server system to define the promotion,
  including the resulting the image...

13/3,K/9 **(Item 6 from file: 349)**
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00860474
ONLINE MULTIMEDIA SYSTEM AND METHOD
SYSTEME ET PROCEDE MULTIMEDIA EN LIGNE
Patent Applicant/Assignee:
  ZEBUS GROUP INC, Suite 320, 1 Woodbridge Center Drive, Woodbridge, NJ

07095, US, US (Residence), US (Nationality), (For all designated states
    except: US)
Patent Applicant/Inventor:
  BHUTRA Chand, 63 Forest Glen Drive, Highland Park, NJ 08904, US, US
    (Residence), US (Nationality), (Designated only for: US)
  VARMA Praveen, 909 Kings Court, Woodbridge, NJ 07095, US, US (Residence),
    IN (Nationality), (Designated only for: US)
Legal Representative:
  HOFFBERG Steven M (agent), Milde, Hoffberg & Macklin, LLP, Suite 460, 10
    Bank Street, White Plains, NY 10606, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200193161 A1 20011206 (WO 0193161)
  Application: WO 2001US17259 20010529 (PCT/WO US0117259)
  Priority Application: US 2000579368 20000526; US 2001274138 20010308
Parent Application/Grant:
  Related by Continuation to: US 2000579368 20000526 (CIP)
Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE
  ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
  LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT
  UA UG US UZ VN YU ZA ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 23785

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Claims

Claim
... media content; selecting the advertisement to be delivered based upon
  defined user and advertisernent
  classification **parameters** ;
  providing an online advertisement served from an advertisement server
  into a, video
  stream, **webpage** or pop-up window;
  displaying the selected **advertisement** to the **user** , followed by the
  video content, using an
  interactive application; and
  collecting and classifying any user...

13/3,K/10   (Item 7 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00850761   **Image available**
SYSTEM AND METHOD FOR CONTROLLING THE FREQUENCY OF DISPLAYED ADVERTISEMENTS
SYSTEME   ET   PROCEDE   PERMETTANT   DE   COMMANDER   LA   FREQUENCE   D'ANNONCES
    PUBLICITAIRES AFFICHEES
Patent Applicant/Assignee:
  PSM GLOBAL INC, 1306 Vincent Place, McLean, VA 22101, US, US (Residence),
    US (Nationality)
Inventor(s):
  CANNON George Dewey, 2156 Evans Court, #304, Falls Church, VA 22043-2132,
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Patent and Priority Information (Country, Number, Date):
  Patent: WO 200184440 A1 20011108 (WO 0184440)
  Application: WO 2001US14144 20010502 (PCT/WO US0114144)
  Priority Application: US 2000564066 20000503; US 2001780785 20010209; US
    2001844523 20010427
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU
  CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR
  KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE
  SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 18288

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description

Detailed Description
... selected advertisement frequency, as determined by the user, the
  number of URLs uploaded, and other **factors** . If the system determines
  that it should not **display** an **advertisement** , it **displays** the
  requested URL **Web** -page at 240 of FIG. 2. If the **user** has viewed a set
  number of Web-pages and the system has determined at 326...

  13/3,K/11   (Item 8 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00845279
DISPLAYING ADVERTISING IN A COMPUTER NETWORK ENVIRONMENT
AFFICHAGE DE PUBLICITES DANS UN ENVIRONNEMENT DE RESEAU INFORMATIQUE
Patent Applicant/Assignee:
  AMERICA ONLINE INC, 22000 AOL Way, Dulles, VA 20166, US, US (Residence),
    US (Nationality), (For all designated states except: US)
Patent Applicant/Inventor:
  MORRIS Harry W, 10753 Blaze Drive, Reston, VA 20190, US, US (Residence),
    US (Nationality), (Designated only for: US)
  WATKINS Robert G, 2757 Oakton Plantation Lane, Vienna, VA 22181, US, US
    (Residence), US (Nationality), (Designated only for: US)
  LIPPKE David L, 34332 Bridgestone Lane, Bluemont, VA 20135, US, US
    (Residence), US (Nationality), (Designated only for: US)
  BOSCO Eric, 1514 Emerson Avenue, McLean, VA 22101, US, US (Residence), US
    (Nationality), (Designated only for: US)
  STEELE Colin A, 2572 Holkham Drive, Charlottesville, VA 22901, US, US
    (Residence), US (Nationality), (Designated only for: US)
Legal Representative:
  HAYDEN John F (agent), Fish & Richardson, 601 Thirteenth Street N.W.,
    Washington, DC 20005, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200177954 A2 20011018 (WO 0177954)
  Application: WO 2001US11118 20010406 (PCT/WO US0111118)
  Priority Application: US 2000195991 20000407; US 2000690007 20001017
Parent Application/Grant:

Detailed Description
... 1 5), the host computer dowuloads a first set of ads and associated
    stored tuning **parameters** to the user's computer (step 1 120). As the
    user takes part in the **online** session, the **ads** are **displayed** in
    accordance with the first set of tuning **parameters** (step 1 125). If the
    user is online for a sufficient period, and/or the...and twenty seconds
    with the remaining tuning
    24
    parameters held constant (step 1305). The tuning **parameters** are stored
    on the host
    computer(step131O)anddownloadedtoauser5scomputer(step1315). VAiilethe
     user engages in an **online** session, the **ads** are **displayed** as
    defined by the set of tuning **parameters** (step 1320). Click-through
    events are recorded for the ads (step 1325) and uploaded to...

Claim
... idle.

  36 The method of claim 29, wherein advertisements are displayed on an
    instant messaging **client** .

  37 The method of claim 29, wherein **advertisements** are **displayed** on an
    Internet browser.

  38 The method of claim 29, wherein the tuning **parameters** are configured
    to change between the display of the first advertisement and the display
    of...

...The computer-based system of claim 42, wherein advertisements are
    displayed on an instant messaging **client** .

  50 The computer-based system of claim 42, wherein **advertisements** are
    displayed on an **Internet** browser.

  51 The computer-based system of claim 42, wherein the tuning
     parameters are configured to change between the display of the first
    advertisement and the display of...

...the user.

  57 The method of claim 56, ftuther comprising setting another set of

tuning **parameters** based on the correlation between the tuning
parameters and the **user** 's click-through rate.

58 A system for timing the **display** of **advertisements** on a **web**
page, the
system comprising:
35
a host computer;
a set of at least a first...

 13/3,K/12   **(Item 9 from file: 349)**
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00840956   **Image available**
ADVERTISEMENT METHOD AND SYSTEM
PROCEDE ET SYSTEME D'ANNONCE
Patent Applicant/Inventor:
  STERN Meir, Yakov Dori 15, 45314 Hod HaSharon, IL, IL (Residence), IL
    (Nationality)
Legal Representative:
  LUZZATTO Kfir (et al) (agent), Luzzatto & Luzzatto, P.O. Box 5352, 84152
    Beer-Sheva, IL,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200173626 A2-A3 20011004 (WO 0173626)
  Application: WO 2001IL279 20010326 (PCT/WO IL0100279)
  Priority Application: IL 135300 20000327
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU
  CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR
  KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE
  SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
 (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 3965

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description
  Claims

English Abstract
  ...devices or in respect of display costs; (5) confirming to the web site
  by the **user** the final **advertising** **parameters** ; and (6) **displaying**
  the **advertisement** by the **web** site on the selected display devices, at
  the selected display times and with the selected...

Detailed Description
... display devices or in respect of display costs;
  - confirming to the web site by the **user** the final **advertising**
  parameters ;
  and
  - **displaying** the **advertisement** by the **web** site on the selected
  display
  devices, at the selected display times and with the selected...

Claim
... in respect of display costs-,
  aval ili vi
  - confirming to the web site by the **user** the final **advertising**
   parameters ; and
  - **displaying** the **advertisement** by the **web** site on the selected
  display devices, at the selected display times and with the selected...

   13/3,K/13   (Item 10 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00817662
METHOD FOR PROVIDING A FREE CONNECTION FOR AN INTERNET APPLIANCE
PROCEDE POUR FOURNIR UNE CONNEXION GRATUITE A UN DISPOSITIF INTERNET
Patent Applicant/Assignee:
  GEODE ELECTRONICS LLC, Suite 155, 500 International Drive, Mount Olive,
    NJ 07828, US, US (Residence), US (Nationality), (For all designated
    states except: US)
Patent Applicant/Inventor:
  EMERSON Harry E III, 41 Karen Place, Budd Lake, NJ, US, US (Residence),
    US (Nationality)
  GRYWALSKI William A, 77 Lozier Road, Budd Lake, NJ 07828, US, US
    (Residence), US (Nationality)
Legal Representative:
  BUFF Ernest D (agent), Ernest D. Buff & Associates, LLC, 245 South
    Street, Morristown NJ 07960, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200150369 A2 20010712 (WO 0150369)
  Application: WO 2000US16429 20000614 (PCT/WO US0016429)
  Priority Application: US 2000478050 20000105
Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
  FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
  LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA
  UG US UZ VN YU ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 3436

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description

Detailed Description
... station 10, along with monetary consideration 26. As part of
  i in
  7
  SUBSTITUTE SHEET (**RULE** 26)
  the entertainment content stream 20, Radio station 10 **delivers**
  advertising 24 to **user** 18 via **Internet** Radio System 14 and service
  provider 13. which may be played audibly, presented on graphical...

   13/3,K/14   (Item 11 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT

00816831   **Image available**
METHOD FOR GENERATING REVENUE BY SUBSTITUTING COMMERCIALS IN AN INTERNET RADIO BROADCASTING SYSTEM
PROCEDE PERMETTANT DE GENERER DES REVENUS PAR DES PUBLICITES DE SUBSTITUTION DANS UN SYSTEME INTERNET DE RADIODIFFUSION
Patent Applicant/Assignee:
  GEODE ELECTRONICS LLC, Suite 155, 500 International Drive, Mount Olive, NJ 07828, US, US (Residence), US (Nationality), (For all designated states except: US)
Patent Applicant/Inventor:
  EMERSON Harry E III, 41 Karen Place, Budd Lake, NJ, US, US (Residence), US (Nationality)
  GRYWALSKI William A, 77 Lozier Road, Budd Lake, NJ 07828, US, US (Residence), US (Nationality)
  GERALD Lebow M, 108 Westlake Drive, Valhalla, NY 10595, US, US (Residence), US (Nationality)
Legal Representative:
  MELLER Michael N (et al) (agent), Anderson Kill & Olick, 1251 Avenue of the Americas, New York, NY 10020-1182, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200150368 A1 20010712 (WO 0150368)
  Application: WO 2000US16345 20000614 (PCT/WO US0016345)
  Priority Application: US 2000477958 20000105
Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 7057

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description
  Claims

Detailed Description
... 18 in return for monetary consideration 26. As part of the entertainment content
  SUBSTITUTE SHEET (**RULE** 26)
  stream 20, Radio station 10 **delivers** **advertising** 24 to **user** 18 via **Internet** Radio System 14 and service provider 13, which may be played audibly, presented on graphical...

Claim
... said replacement advertisements from said Internet
  Hosting Service to said Internet Radio System;
  SUBSTITUTE SHEET (**RULE** 26)
  (r) said Internet Hosting Service receiving monetary consideration from said **advertiser** in exchange for **delivering** said **advertisements** to said **user** of said **Internet** Radio
  System;
  (s) said Internet Hosting Service being enabled by said monetary consideration compensating said...

DIALOG(R)File 349:PCT FULLTEXT
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00811389   **Image available**
METHOD AND SYSTEM FOR PRESENTING AN ANIMATED ADVERTISEMENT ON A WEB PAGE
PROCEDE ET SYSTEME DE PRESENTATION D'UNE PUBLICITE ANIMEE SUR UNE PAGE WEB
Patent Applicant/Assignee:
  AD4EVER INC, 1013 Centre Road, Wilmington, DE 19805, US, US (Residence),
    US (Nationality), (For all designated states except: US)
Patent Applicant/Inventor:
  TAFLA Sivan, Bosel Street 26, 49323 Petach-Tikva, IL, IL (Residence), IL
    (Nationality), (Designated only for: US)
Legal Representative:
  REINHOLD COHN AND PARTNERS (agent), P.O. Box 4060, 61040 Tel Aviv, IL,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200144969 A2-A3 20010621 (WO 0144969)
  Application: WO 2000IL796 20001128 (PCT/WO IL0000796)
  Priority Application: IL 133560 19991216
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ
  DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
  LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
  SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 7477

Main International Patent Class: G06F-017/60
Fulltext Availability:
  Claims

Claim
... 1 to be shown and monitors whether the user clicks on the reminder.
When the **user** clicks on the reminder, the agent informs the Ad **server**
and again forwards measured **display** **parameters** to the **Ad** **server** .
The agent then starts to play the main movie and allows user interaction
with the...

...to exit. On clicking the "Exit" button, the agent 30 forwards the
measured interaction and **display** **parameters** to the **Ad** **server** . The
- 13 interaction **parameters** indicate features of interest to the **user**
and allow the Ad server to fine-tune the user's profile so as to...

DIALOG(R)File 349:PCT FULLTEXT
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00810380
METHOD AND SYSTEM FOR DISTRIBUTING ADVERTISEMENT TO CLIENT DEVICES
PROCEDE ET SYSTEME DESTINES A DISTRIBUER DES PUBLICITES A DES APPAREILS
    CLIENT
Patent Applicant/Assignee:
  QUALCOMM INCORPORATED, 5775 Morehouse Drive, San Diego, CA 92121-1714, US

, US (Residence), US (Nationality), (For all designated states except:
    US)
Patent Applicant/Inventor:
  JACOBS Paul E, 9075 La Jolla Shores Lane, La Jolla, CA 92037, US, US
    (Residence), US (Nationality), (Designated only for: US)
  ANTONIO Franklin P, 2765 Cordoba Cove, Del Mar, CA 92014, US, US
    (Residence), US (Nationality), (Designated only for: US)
  DORNER Steven, 7 Montclair Road, Urbana, IL 61801, US, US (Residence), US
    (Nationality), (Designated only for: US)
  NOERENBERG John W, 12343 Fig Tree Street, San Diego, CA 92131, US, US
    (Residence), US (Nationality), (Designated only for: US)
  BELK Jeffrey K, 13967 Arbolitos Drive, Poway, CA 92064, US, US
    (Residence), US (Nationality), (Designated only for: US)
  OGDON Benjamin P, 482 15th Street, Del Mar, CA 92014, US, US (Residence),
    US (Nationality), (Designated only for: US)
  BECKLEY Jeffrey D, 15696 Oakstand Road, Poway, CA 92064, US, US
    (Residence), US (Nationality), (Designated only for: US)
  BIRD Alan, 13757 Butano Way, San Diego, CA 92129, US, US (Residence), US
    (Nationality), (Designated only for: US)
  BOYD John D, 4934 Via Lapiz, San Diego, CA 92122, US, US (Residence), US
    (Nationality), (Designated only for: US)
  PURLIA John S, 4090 Porte de Palmas, San Diego, CA 92122, US, US
    (Residence), US (Nationality), (Designated only for: US)
  RHODES William J, 11441 Eridanus Court, San Diego, CA 92126, US, US
    (Residence), US (Nationality), (Designated only for: US)
  ROSS David J, 2262 Carmel Valley Road, Suite A, San Diego, CA 92014, US,
    US (Residence), US (Nationality), (Designated only for: US)
  DUDZIAK Matthew J, 13544 Ridley Road, San Diego, CA 92129, US, US
    (Residence), US (Nationality), (Designated only for: US)
Legal Representative:
  WADSWORTH Philip R (et al) (agent), Qualcomm Incorporated, 5775 Morehouse
    Drive, San Diego, CA 92121-1714, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200143377 A1 20010614 (WO 0143377)
  Application: WO 2000US29193 20001020   (PCT/WO US0029193)
  Priority Application: US 99169622 19991208; US 2000209392 20000601; US
    2000609123 20000630; US 2000668633 20000922
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ
  DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
  LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
  SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 29459

International Patent Class: **G06F-017/60**
Fulltext Availability:
  Claims

Claim
... an
  advertisement storage function for storing downloaded advertisements on a
  storage medium associated with the **client** device.
  102. The software as set forth in Claim 101, further comprising an
  advertisement display function for effecting display of the at least
  selected ones of the stored **advertisements** on a **display** associated
  with the **client** device.

103. The software as set forth in Claim 9, wherein the **advertisement display** function controls the **display** of the stored **advertisements** in accordance with ad display **parameters** prescribed by the at least one remote source.
104. The software as set forth in...Claim 104, wherein the advertisement display function effects display of the stored advertisements in a **linear** sequence according to the order in which the advertisements are stored on the storage medium...

13/3,K/17   (Item 14 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00810333
SYSTEM FOR DISTRIBUTING ADVERTISEMENTS TO CLIENT DEVICES
LOGICIEL DE COURRIER ELECTRONIQUE ET PROCEDE ET SYSTEME DE DIFFUSION D'ANNONCES PUBLICITAIRES AUPRES DE DISPOSITIFS CLIENTS DEJA EQUIPES D'UN TEL LOGICIEL DE COURRIER ELECTRONIQUE
Patent Applicant/Assignee:
  QUALCOMM INCORPORATED, 5775 Morehouse Drive, San Diego, CA 92121-1714, US
    , US (Residence), US (Nationality), (For all designated states except:
    US)
Patent Applicant/Inventor:
  JACOBS Paul E, 9075 La Jolla Shores Lane, La Jolla, CA 92037, US, US
    (Residence), US (Nationality), (Designated only for: US)
  ANTONIO Franklin P, 2765 Cordoba Cove, Del Mar, CA 92014, US, US
    (Residence), US (Nationality), (Designated only for: US)
  DORNER Steven, 7 Montclair Road, Urbana, IL 61801, US, US (Residence), US
    (Nationality), (Designated only for: US)
  NOERENBERG John W, 12343 Fig Tree Street, San Diego, CA 92131, US, US
    (Residence), US (Nationality), (Designated only for: US)
  BELK Jeffrey K, 13967 Arbolitos Drive, Poway, CA 92064, US, US
    (Residence), US (Nationality), (Designated only for: US)
  OGDON Benjamin P, 482 15th Street, Del Mar, CA 92014, US, US (Residence),
    US (Nationality), (Designated only for: US)
  BECKLEY Jeffrey D, 15696 Oakstand Road, Poway, CA 92064, US, US
    (Residence), US (Nationality), (Designated only for: US)
  BIRD Alan, 13757 Butano Way, San Diego, CA 92129, US, US (Residence), US
    (Nationality), (Designated only for: US)
  BOYD John D, 4934 Via Lapiz, San Diego, CA 92122, US, US (Residence), US
    (Nationality), (Designated only for: US)
  PURLIA John S, 4090 Porte de Palmas, San Diego, CA 92122, US, US
    (Residence), US (Nationality), (Designated only for: US)
  RHODES William J, 11441 Eridanus Court, San Diego, CA 92126, US, US
    (Residence), US (Nationality), (Designated only for: US)
  ROSS David J, Suite A, 2262 Carmel Valley Road, San Diego, CA 92014, US,
    US (Residence), US (Nationality), (Designated only for: US)
  DUDZIAK Matthew J, 13544 Ridley Road, San Diego, CA 92129, US, US
    (Residence), US (Nationality), (Designated only for: US)
Legal Representative:
  WADSWORTH Philip R (et al) (agent), Qualcomm Incorporated, 5775 Morehouse
    Drive, San Diego, CA 92121-1714, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200143028 A2-A3 20010614 (WO 0143028)
  Application: WO 2000US33306 20001207 (PCT/WO US0033306)
  Priority Application: US 99169622 19991208; US 2000209392 20000601; US
    2000609123 20000630; US 2000728110 20001201
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ
  DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
·Fulltext Word Count: 27612

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Claims

Claim
... e-mail
  software.

  16 The system as set forth in Claim 1, wherein:
  the advertisement **distribution** facility transmits **ad   display**
  .**parameters** to each of
  the **client** devices; and
  each of the client devices displays at least selected ones of the
  downloaded...

  13/3,K/18   (Item 15 from file: 349)

00810320
METHOD FOR DISTRIBUTING ADVERTISEMENTS TO E-MAIL CLIENTS
PROCEDE DE DISTRIBUTION DE PUBLICITES A DES CLIENTS UTILISANT LE COURRIER
    ELECTRONIQUE
Patent Applicant/Assignee:
  QUALCOMM INCORPORATED, 5775 Morehouse Drive, San Diego, CA 92121-1714, US
    , US (Residence), US (Nationality)
Patent Applicant/Inventor:
  JACOBS Paul E, 9075 La Jolla Shores Lane, La Jolla, CA 92037, US, US
    (Residence), US (Nationality)
  ANTONIO Franklin P, 2765 Cordoba Cove, Del Mar, CA 92014, US, US
    (Residence), US (Nationality)
  DORNER Steven, 7 Montclair·Road, Urbana, IL 61801, US, US (Residence), US
    (Nationality)
  NOERENBERG John W, 12343 Fig Tree Street, San Diego, CA 92131, US, US
    (Residence), US (Nationality)
  BELK Jeffrey K, 13967 Arbolitos Drive, Poway, CA 92064, US, US
    (Residence), US (Nationality)
  OGDON Benjamin P, 482 15th Street, Del Mar, CA 92014, US, US (Residence),
    US (Nationality)
  BECKLEY Jeffrey D, 15696 Oakstand Road, Poway, CA 92064, US, US
    (Residence), US (Nationality)
  BIRD Alan, 13757 Butano Way, San Diego, CA 92129, US, US (Residence), US
    (Nationality)
  BOYD John D, 4934 Via Lapiz, San Diego, CA 92122, US, US (Residence), US
    (Nationality)
  PURLIA John S, 4090 Porte de Palmas, San Diego, CA 92122, US, US
    (Residence), US (Nationality)
  RHODES Wiliam J, 11441 Eridanus Court, San Diego, CA 92126, US, US
    (Residence), US (Nationality)
  ROSS David J, 2262 Carmel Valley Road, Suite A, Del Mar, CA 92014, US, US

Claim
... in Claim 170, wherein the storage medium
  comprises a local cache memory associated with the **client** device. 178.
  The software as set forth in Claim 170, wherein the **advertisement**
  display function **displays** the stored **advertisements** in accordance
  with ad display **parameters** prescribed by the advertisement distribution
  server system. 179. The software as set forth in Claim...
...mail service provider. 182. The software as set forth in Claim 178,
  further comprising a **user** activity
  monitor function that monitors **user** activity, wherein:
  at least one of the **ad   display   parameters** is a face time duration
  parameter ·that
  specifies a face time duration for at least one of the advertisements;
  the advertisement...

...the mouse; and
  movement of one or more keys of a keyboard associated with the **client**
  device. 187. The software as set forth in Claim 178, wherein the **ad**
  display   parameters include any one or more of the following
  parameters for each advertisement to be
  displayed:
  a maximum face time that the associated advertisement is...a first
  playback mode in which the
  advertisement display function displays the stored advertisements a
  linear sequence according to the order in which the advertisements are
  stored on the storage medium...

...Claim 200, wherein the advertisement display function displays the
  stored advertisements in one of a **linear** and random manner, as
  specified by the at least one playlist server.
  212. The software...

...a first playback mode in which the

advertisement display function displays the stored advertisements a **linear** sequence according to the order in which the advertisements are stored on the storage medium...

...Claim 200, wherein the advertisement display function displays the stored advertisements in one of a **linear** and random manner, as specified by the playlist. 214. The software as set forth in Claim 213, wherein the advertisement display function displays the additional advertisements in one of a **linear** and random manner, as specified by
...be
12 displayed. 227. The software as set forth in Claim 223, further comprising a **user** activity
monitor function that monitors **user** activity, wherein:
at least one of the **ad** **display** **parameters** is a face time duration **parameter** that
specifies a face time duration for at least one of the advertisements; the advertisement...
...the mouse; and
movement of one or more keys of a keyboard associated with the **client** device. 232. The software as set forth in Claim 223, wherein the **ad** **display** **parameters** include any one or more of the following **parameters** for each advertisement to be displayed:
a maximum face time that the associated advertisement is...

...activity monitor function that monitors user activity and detects whether the prescribed minimum level of **user** activity has occurred. 234. The software as set forth in Claim 223, wherein the **ad** **display** **parameters** include any two or more of the following **parameters** for each advertisement to be displayed:
a maximum face time that the associated advertisement is...

13/3,K/19   (Item 16 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT

00810316
SYSTEM FOR DISTRIBUTING ADVERTISEMENTS TO CLIENT DEVICES
LOGICIEL DE COURRIER ELECTRONIQUE ET PROCEDE ET SYSTEME DE DIFFUSION D'ANNONCES PUBLICITAIRES AUPRES DE DISPOSITIFS CLIENTS POSSEDANT UN TEL LOGICIEL DE COURRIER ELECTRONIQUE
Patent Applicant/Assignee:
  QUALCOMM INCORPORATED, 5775 Morehouse Drive, San Diego, CA 92121-1714, US
    , US (Residence), US (Nationality), (For all designated states except: US)
Patent Applicant/Inventor:
  JACOBS Paul E, 9075 La Jolla Shores Lane, La Jolla, CA 92037, US, US
    (Residence), US (Nationality), (Designated only for: US)
  ANTONIO Franklin P, 2765 Cordoba Cove, Del Mar, CA 92014, US, US
    (Residence), US (Nationality), (Designated only for: US)
  DORNER Steven, 7 Montclair Road, Urbana, IL 61801, US, US (Residence), US
    (Nationality), (Designated only for: US)
  NOERENBERG John W, 12343 Fig Tree Street, San Diego, CA 92131, US, US
    (Residence), US (Nationality), (Designated only for: US)
  BELK Jeffrey K, 13967 Arbolitos Drive, Poway, CA 92064, US, US
    (Residence), US (Nationality), (Designated only for: US)
  OGDON Benjamin P, 482 15th Street, Del Mar, CA 92014, US, US (Residence),
    US (Nationality), (Designated only for: US)

BECKLEY Jeffrey D, 15696 Oakstand Road, Poway, CA 92064, US, US
(Residence), US (Nationality), (Designated only for: US)
BIRD Alan, 13757 Butano Way, San Diego, CA 92129, US, US (Residence), US
(Nationality), (Designated only for: US)
BOYD John D, 4934 Via Lapiz, San Diego, CA 92122, US, US (Residence), US
(Nationality), (Designated only for: US)
PURLIA John S, 4090 Porte de Palmas, San Diego, CA 92122, US, US
(Residence), US (Nationality), (Designated only for: US)
RHODES William J, 11441 Eridanus Court, San Diego, CA 92126, US, US
(Residence), US (Nationality), (Designated only for: US)
ROSS David J, Suite A, 2262 Carmel Valley Road, San Diego, CA 92014, US,
US (Residence), US (Nationality), (Designated only for: US)
DUDZIAK Matthew J, 13544 Ridley Road, San Diego, CA 92129, US, US
(Residence), US (Nationality), (Designated only for: US)
Legal Representative:
WADSWORTH Philip R (et al) (agent), Qualcomm Incorporated, 5775 Morehouse
Drive, San Diego, CA 92121-1714, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200142961 A2-A3 20010614 (WO 0142961)
  Application: WO 2000US33305 20001207   (PCT/WO US0033305)
  Priority Application: US 99169622 19991208; US 2000209392 20000601; US
    2000609123 20000630; US 2000728099 20001201
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ
  DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
  LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
  SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 26900

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description
  Claims

Detailed Description
... fifth device for displaying at least selected ones of the stored
  advertisements, in accordance with **ad display parameters** prescribed
  by the advertisement **distribution** server system.
  In another aspect, the present invention provides a **client** device that
  is configured for communications with a multiplicity of other client
  devices via a...

...server system.

  Preferably, each piece of circuitry implements respective functions of
  software
  installed on the **client** device, the communications **network** comprises
  the
   Internet ; and the **ad display parameters** include at least one of
  the following **parameters** .

  the maximum time that the associated advertisement is to be displayed
  each time that it...

Claim
... and

means for displaying at least selected ones of the stored advertisements, in accordance with **ad display parameters** prescribed by the advertisement
 distribution server system.

2 The **client** device as set forth in Claim 1, wherein:
each means element comprises respective functions of...with each of the toolbar advertisements include:
the start date/time before which the associated **advertisement** should not be **displayed** ; and
the end date/time after which the associated **advertisement** should not be **displayed** .

12 The **client** device as set forth in Claim 10, wherein the **ad display**
 parameters include the following **parameters** associated with each of the toolbar
advertisements:
the start date/time before which the associated **advertisement** should not be **displayed** ; and
the end date/time after which the associated **advertisement** should not be **displayed** .

13 The **client** device as set forth in Claim 1, wherein the means for displaying at least selected ones of the stored **advertisements displays** the at least selected ones of the stored advertisements in a **linear** manner.

14 The client device as set forth in Claim 1, wherein the means for...
distribution server system,,
wherein:
each means element comprises respective functions of software installed on the **client** device;
the communications **network** comprises the **Internet** ; and
the **ad display parameters** include at least one of the following
 parameters :
the maximum time that the associated advertisement is to be displayed each time that it...

 13/3,K/20   (Item 17 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00806392
TECHNOLOGY SHARING DURING ASSET MANAGEMENT AND ASSET TRACKING IN A NETWORK-BASED SUPPLY CHAIN ENVIRONMENT AND METHOD THEREOF
PARTAGE TECHNOLOGIQUE LORS DE LA GESTION ET DU SUIVI DU PARC INFORMATIQUE DANS UN ENVIRONNEMENT DU TYPE CHAINE D'APPROVISIONNEMENT RESEAUTEE, ET PROCEDE ASSOCIE
Patent Applicant/Assignee:
  ACCENTURE LLP, 1661 Page Mill Road, Palo Alto, CA 94304, US, US
    (Residence), US (Nationality)
Inventor(s):
  MIKURAK Michael G, 108 Englewood Blvd., Hamilton, NJ 08610, US,
Legal Representative:
  HICKMAN Paul L (agent), Oppenheimer Wolff & Donnelly, LLP, 38th Floor,
    2029 Century Park East, Los Angeles, CA 90067-3024, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200139086 A2 20010531 (WO 0139086)

Application: WO 2000US32310 20001122   (PCT/WO US0032310)
  Priority Application: US 99444653 19991122; US 99447623 19991122
Designated States: AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE
  DK DM DZ EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR
  LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL
  TJ TM TR TT TZ UA UG UZ VN YU ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 156214

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description

Detailed Description
... on associated order
  Handles multiple tax laws within US
  Handles multiple tax implication globally
  As **shown** in Figure 54, operation 5416 calculates at least one of a tax
  and a shipping...

13/3,K/21   (Item 18 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00806383
**COLLABORATIVE CAPACITY PLANNING AND REVERSE INVENTORY MANAGEMENT DURING
    DEMAND AND SUPPLY PLANNING IN A NETWORK-BASED SUPPLY CHAIN ENVIRONMENT
    AND METHOD THEREOF**
**PLANIFICATION EN COLLABORATION DES CAPACITES ET GESTION ANTICIPEE DES
    STOCKS LORS DE LA PLANIFICATION DE L'OFFRE ET DE LA DEMANDE DANS UN
    ENVIRONNEMENT DE CHAINE D'APPROVISIONNEMENT FONDEE SUR LE RESEAU ET
    PROCEDE ASSOCIE**
Patent Applicant/Assignee:
  ACCENTURE LLP, 1661 Page Mill Road, Palo Alto, CA 94304, US, US
    (Residence), US (Nationality)
Inventor(s):
  MIKURAK Michael G, 108 Englewood Blvd., Hamilton, NJ 08610, US,
Legal Representative:
  HICKMAN Paul L (agent), Oppenheimer Wolff & Donnelly, LLP, 1400 Page Mill
    Road, Palo Alto, CA 94304, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200139029 A2 20010531 (WO 0139029)
  Application: WO 2000US32309 20001122   (PCT/WO US0032309)
  Priority Application: US 99444655 19991122; US 99444886 19991122
Designated States: AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE
  DK DM DZ EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR
  LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL
  TJ TM TR TT TZ UA UG UZ VN YU ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English

Fulltext Word Count: 157840

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description

Detailed Description
... content and applications based on profile
  Pulls content from multiple data sources: static, database, third **party**
  site
  Matches content to users via configurable business **rules**
  Allows custom template based publishing
  The content channels component of the **present** invention also provides
  for generic and custom template based publishing by displaying selected
  content and...

  13/3,K/22   (Item 19 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00803620   **Image available**
METHOD AND APPARATUS FOR MEASURING EFFECTIVENESS OF ON-LINE ADVERTISING
PROCEDE   ET   APPAREIL   PERMETTANT D'EVALUER L'EFFICACITE D'UNE PUBLICITE EN
    LIGNE
Patent Applicant/Assignee:
  NETCENTIVES INC, 475 Brannan Street, San Francisco, CA 94107, US, US
    (Residence), US (Nationality), (For all designated states except: US)
Patent Applicant/Inventor:
  BORG Alan S, 1500 Hinman, #101, Evanston, IL 60201, US, US (Residence),
    US (Nationality), (Designated only for: US)
  SCOGNAMILLO Frank, 13630 South Canyon Drive, Phoenix, AZ 85016, US, US
    (Residence), US (Nationality), (Designated only for: US)
  DULIN Charles D, 16413 South 36th Street, Phoenix, AZ 85048, US, US
    (Residence), US (Nationality), (Designated only for: US)
Legal Representative:
  TAGLIAFERRI Daniel D (et al) (agent), Townsend and Townsend and Crew LLP,
    Two Embarcadero Center, 8th Floor, San Francsico, CA 94111-3834, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200137183 A1 20010525 (WO 0137183)
  Application: WO 2000US31893 20001120 (PCT/WO US0031893)
  Priority Application: US 99166451 19991119
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ
  DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
  LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
  SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 7603

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description
  Claims

Detailed Description

... 712, a determination is made, via information supplied by the ISP, as to whether the **user** clicked through to the **web** site of the **advertiser** of the **displayed** **advertisement** . A click through means that the **consumer** clicked on the displayed
SUBSTITUTE SHEET (**RULE** 26)
advertisement and was redirected, via the associated link, to the advertiser's web page...

Claim
... records associated with the
i 1
consumer's purchase identifier to deten-nine the effectiveness **parameter** of the advertisement.

7 Apparatus for measuning advertising effectiveness of a merchant's **advertisement** **presented** on a data **network** , the apparatus comprising:
means for identifying a **consumer** that accesses the data **network** ;
means for **presenting** the **advertisement** to the **consumer** via the data network; means for recording the consumer's network activity in an activity...

 13/3,K/23 (Item 20 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT

00801777 **Image available**
A SYSTEM AND METHOD FOR PRESENTING MEDIA OBJECTS ON USER-SELECTED DOCUMENTS OBTAINED FROM A COMPUTER NETWORK
SYSTEME ET PROCEDE DESTINES A PRESENTER DES OBJETS SUPPORTS SUR DES DOCUMENTS UTILISATEURS CHOISIS, OBTENUS SUR UN RESEAU D'ORDINATEURS
Patent Applicant/Assignee:
 LOAD MEDIA NETWORK INC, 722 North Seward Street, Hollywood, CA 90038, US, US (Residence), US (Nationality), (For all designated states except: US)
Patent Applicant/Inventor:
 WARSTLER Morgan S E, 2018 Whitley Terrace, Hollywood, CA 90026, US, US (Residence), US (Nationality), (Designated only for: US)
Legal Representative:
 HAMRICK Claude A S (et al) (agent), Oppenheimer Wolff & Donnelly LLP, 1400 Page Mill Road, Palo Alto, CA 94304, US,
Patent and Priority Information (Country, Number, Date):
 Patent: WO 200135298 A1 20010517 (WO 0135298)
 Application: WO 2000US30708 20001107 (PCT/WO US0030708)
 Priority Application: US 99438625 19991112
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ
 DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
 LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
 SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
 (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
 (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
 (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
 (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 5047

Main International Patent Class: **G06F-017/60**
Fulltext Availability:

Detailed Description

Detailed Description
... provide advertising space with the ad network rather than with the
   multitude of
   SUBSTITUTE SHEET (**RULE** 26)
   the on-line **user** .

   Currently. the chief types of **advertisements** being **displayed** on **Web**
   documents are banners, buttons, and animated graphics. Banners are now a
   common source of advertising...

13/3,K/24   (Item 21 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT

00790590   **Image available**
GATEWAY TO TRANSACTION PROCESSING NETWORK
PASSERELLE VERS UN RESEAU DE TRAITEMENT DE TRANSACTIONS
Patent Applicant/Assignee:
   NOVA CORPORATION, Suite 300, One Concourse Parkway, Atlanta, GA 30028, US
   , US (Residence), US (Nationality), (For all designated states except:
   US)
Patent Applicant/Inventor:
   BARNETT Timothy, 830 Devenish Lane, Roswell, GA 30028, US, US (Residence)
   , US (Nationality), (Designated only for: US)
   GALLOWAY John, 3500 Ennfield Lane, Duluth, GA 30096, US, US (Residence),
   US (Nationality), (Designated only for: US)
Legal Representative:
   GOLDMAN Rebecca (et al) (agent), Long Aldridge & Norman LLP, Suite 600,
   701 Pennsylvania Avenue, N.W., Washington, DC 20004, US,
Patent and Priority Information (Country, Number, Date):
   Patent: WO 200124087 A1 20010405 (WO 0124087)
   Application: WO 2000US25669 20000920 (PCT/WO US0025669)
   Priority Application: US 99404463 19990924
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ
   DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
   LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
   SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
   (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
   (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
   (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
   (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 5864

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
   Detailed Description

Detailed Description
... party host computer. The merchant computer 122 forms part of the
   merchant system 120.

   The **customer** computer I IO **views** the **promotional** materials (e.g.,
   on - line catalogs, etc.) from the merchant computer 122. If the
   customer indicates a desire to purchase a
   4

product or service promoted by the merchant computer 11.2, the merchant
computer 122...

13/3,K/25 **(Item 22 from file: 349)**
DIALOG(R)File 349:PCT FULLTEXT
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00781899 **Image available**
DYNAMIC PROPAGATION OF PROMOTIONAL INFORMATION IN A NETWORK OF POINT-OF-SALE TERMINALS
DIFFUSION DYNAMIQUE D'INFORMATIONS A CARACTERE PROMOTIONNEL DANS UN RESEAU DE TERMINAUX DE POINTS DE VENTE
Patent Applicant/Assignee:
  WALKER DIGITAL LLC, Five High Ridge Park, Stamford, CT 06905, US, US
    (Residence), US (Nationality), (For all designated states except: US)
Patent Applicant/Inventor:
  WALKER Jay S, 124 Spectacle Lane, Ridgefield, CT 06877, US, US
    (Residence), US (Nationality), (Designated only for: US)
  MUELLER Raymond J, 89 Catbrier Road, Weston, CT 06883, US, US (Residence)
    , US (Nationality), (Designated only for: US)
  VAN LUCHENE Andrew S, 9 Greenwood Place, Norwalk, CT 06854, US, US
    (Residence), US (Nationality), (Designated only for: US)
  TEDESCO Daniel E, 49 Kings Highway North, Westport, CT 06880, US, US
    (Residence), US (Nationality), (Designated only for: US)
  BEMER Keith, 517 E. 75th Street - #2E, New York, NY 10021, US, US
    (Residence), US (Nationality), (Designated only for: US)
  TULLEY Stephen C, 15 River Place, Stamford, CT 06907, US, US (Residence),
    US (Nationality), (Designated only for: US)
  ALDERUCCI Dean, 19-8 Prospect Ridge Road, Ridgefield, CT 06877, US, US
    (Residence), US (Nationality), (Designated only for: US)
  HEIER Jeffrey E, 3 Mountain View Road, Somers, NY 10589, US, US
    (Residence), US (Nationality), (Designated only for: US)
  RATH Anna, 23232 Town Walk Drive, Hamden, CT 06518, US, US (Residence),
    US (Nationality), (Designated only for: US)
Legal Representative:
  LEVIN Nathaniel (et al) (agent), Walker Digital Corporation, Intellectual
    Property Department, Five High Ridge Park, Stamford, CT 06905, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200115033 A2-A3 20010301 (WO 0115033)
  Application: WO 2000US19426 20000717 (PCT/WO US0019426)
  Priority Application: US 99150630 19990825; US 2000538751 20000330
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ
  DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
  LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
  SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 18048

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description

Detailed Description
... speakers associated with POS ten-ninals. Offers may be displayed on

POS terminals and/or **Web** sites (e.g. as **banner** **advertisements**
displayed while **customer** access a **Web** site or adjust the contents of
a virtual shopping cart).

The propagation **rules** database may include other types of data in
addition to those illustrated in Fig. 6...

13/3,K/26   (Item 23 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT

00778772
METHOD AND APPARATUS FOR PROCESSING AND REVIEWING ADVERTISEMENT SUBMISSIONS
   FOR CONTENT AND CONFORMITY
PROCEDE   ET   APPAREIL DE TRAITEMENT ET DE VISUALISATION DU CONTENU ET DE LA
   CONFORMITE DE PRESENTATIONS D'ANNONCES PUBLICITAIRES
Patent Applicant/Assignee:
   SOLBRIGHT INCORPORATED, 7th Floor, 212 Fifth Avenue, New York, NY 10010,
   US, US (Residence), US (Nationality)
Inventor(s):
   COMPTON Anthony K, One Irving Place, #V-11-I, New York, NY 10003, US,
   HABBOUB Fouad K, 55 Pineapple Street, Brooklyn, NY 11201, US,
Legal Representative:
   KALOW David (agent), Kalow & Springut LLP, 488 Madison, 19th Floor, New
   York, NY 10022, US,
Patent and Priority Information (Country, Number, Date):
   Patent: WO 200111516 A2 20010215 (WO 0111516)
   Application: WO 2000US20765 20000728 (PCT/WO US0020765)
   Priority Application: US 99147130 19990804; US 99375865 19990817
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ
   DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ
   LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG
   SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
   (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
   (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
   (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
   (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 8087

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
   Detailed Description

Detailed Description
... html, and existence of any references to Java or JavaScript.

   In step 76, ad model **parameters** are retrieved from the database and
   stored in memory. The ad model **parameters** represent **Web** site
   guidelines
   for **displaying** **advertisements** . Because the **parameters** are set by
   the **user** at
   1 5 the front-end of the system and may be changed, the **parameters** are
   retrieved from a common database to reflect the current selection of the
   user and...

13/3,K/27   (Item 24 from file: 349)

00753796   **Image available**
TECHNIQUE FOR FACILITATING CUSTOMER TRANSACTIONS OVER A COMPUTER NETWORK USING CUSTOMIZED INFORMATION FROM A BACKEND COMPUTING SYSTEM
TECHNIQUE FACILITANT DES TRANSACTIONS CLIENT SUR UN RESEAU INFORMATIQUE AU MOYEN D'UNE INFORMATION PERSONNALISEE PROVENANT D'UN SYSTEME INFORMATIQUE PRINCIPAL
Patent Applicant/Assignee:
  AVOLENT INC, Suite 100, 444 De Haro Street, San Francisco, CA 94107, US,
    US (Residence), US (Nationality)
Inventor(s):
  DAS Robin K, 66 Bayview Drive, San Carlos, CA 94070, US,
  RADOVANCEVICH Michael Pavle, 328 Rosilie Street, San Mateo, CA 94403, US,

  TWYMAN Nicholas M, 1531 Golden Gate Avenue, San Francisco, CA 94116, US,
  BROWN Mathew, 479 Duboce Avenue, San Francisco, CA 94117, US,
  LANZA Michael, 810 Arkansas Street, San Francisco, CA 94107, US,
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Legal Representative:
  WOLF Dean E (agent), Beyer Weaver & Thomas, LLP, P.o. Box 130, Mountain
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Patent and Priority Information (Country, Number, Date):
  Patent: WO 200067176 A2-A3 20001109 (WO 0067176)
  Application: WO 2000US11676 20000501 (PCT/WO US0011676)
  Priority Application: US 99304237 19990503
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE
  DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC
  LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK
  SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 24543

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description

Detailed Description
... pre-pay for six-months of phone service." Thus, using consumer
  specific billing information, the **rules** may be used in conjunction with
  the Presentation **Server** to **present** customized **advertisements** to the
  end- **user** .

  Third **party** software products may be used for generating or
  constructing **rules** within **rules** directory 22Y.I. such as. for
  example. Neuron Data Elements Advisor. from Neuron Data. Inc...

13/3,K/28   (Item 25 from file: 349)

00745523 **Image available**

INTERNET POINT OF ACCESS CONTENT INSERTION METHOD AND INFORMATIONDISTRIBUTION SYSTEM

RESEAUX PUBLICITAIRES EN LIGNE ET SYSTEMES DE DISTRIBUTION D'INFORMATIONS ET DE PUBLICITE SUR LE WEB

Patent Applicant/Assignee:
 SOURCEGATE SYSTEMS INC, 7 New England Executive Park, Burlington, MA 01803, US, US (Residence), US (Nationality)

Inventor(s):
 WEY Rachel C, 33A Knight's Bridge, Guilderland, NY 12084, US,
 WEY Lead, 33A Knight's Bridge, Guilderland, NY 12084, US,

Legal Representative:
 KELLY Edward J (et al) (agent), Foley, Hoag & Eliot, LLP, One Post Office Square, Boston, MA 02109, US,

Patent and Priority Information (Country, Number, Date):
 Patent: WO 200058897 A2 20001005 (WO 0058897)
 Application: WO 2000US8458 20000330 (PCT/WO US0008458)
 Priority Application: US 99126881 19990330

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
 (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
 (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
 (AP) GH GM KE LS MW SD SL SZ TZ UG ZW
 (EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English
Filing Language: English
Fulltext Word Count: 10104

Main International Patent Class: **G06F-017/60**

Fulltext Availability:
 Detailed Description

Detailed Description
... are using computing resources
 provi I Y
 connected to private data-networks 203 belongincr to **network** members
 102. Each time an **advertisement** is **displayed** to a **user** , accessed by
 a **user** , or each time a transaction (sale of a
 SUBSTITUTE SHEET (**RULE** 26)
 product or service) is completed by a user, process step 113 may be
 initiated...

 13/3,K/29   (Item 26 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00734789 **Image available**
A COMPUTER SYSTEM FOR DISPLAYING ADVERTISEMENTS TO CLIENTS
SYSTEME INFORMATIQUE PERMETTANT D'AFFICHER DES MESSAGES PUBLICITAIRES A L'INTENTION DE CLIENTS

Patent Applicant/Inventor:
 GROPPER Robert L, 8416 Island Drive South, Seattle, WA 98118, US, US (Residence), US (Nationality)

Legal Representative:
 HALEY Jeffrey T, Graybeal Jackson Haley LLP, Suite 350, 155-108th Avenue Northeast, Bellevue, WA 98004-5901, US

Patent and Priority Information (Country, Number, Date):

```
Patent:                WO 200048106 A1 20000817 (WO 0048106)
Application:           WO 2000US3528 20000211  (PCT/WO US0003528)
Priority Application: US 99249269 19990212
Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE
  ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
  LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT
  UA UG US UZ VN YU ZA ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
  (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
  (AP) GH GM KE LS MW SD SL SZ TZ UG ZW
  (EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 27570
```

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description
  Claims

Detailed Description
... with exception of the fact that the server ad control profile is
  utilized by the **server** ad player to control the **display** of **server**
  ads not **client** ads. As such, the server ad control profile contains
  parameters which describe the ad type, actions, and display schedule of
  each server ad. Server ads...

Claim
... session /,-@.6own-1 Down-load
  client
  L-@c ient prog
  d t program
  SUBSTITUTE SHEET (**RULE** 26)
  6 / 22
  eg n Fig. 1 0
  1018
  view **client** ad Terminate
  communication
  100 s session with
  Display **client** 44 **server** system
  focus- **ad** " screen
  Display 1020
  advertiser 's eturn
  focus ad ?
  1006
  Display 1016 Access 1022
  replacement details from s ay ent...

 13/3,K/30   (Item 27 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00494824   **Image available**
METHOD AND SYSTEM FOR DISTRIBUTING AND RECONCILING ELECTRONIC PROMOTIONS
PROCEDE   ET   SYSTEME   DE   DISTRIBUTION   ET   DE   RAPPROCHEMENT   D'OFFRES
  PROMOTIONNELLES ELECTRONIQUES
Patent Applicant/Assignee:
  CONCEPT SHOPPING INC,
  KEPECS Jonathan,

Inventor(s):
  KEPECS Jonathan,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 9926176 A1 19990527
  Application: WO 98US24208 19981113   (PCT/WO US9824208)
  Priority Application: US 97970526 19971114
Designated States: AU BR CA CN JP MX US AT BE CH CY DE DK ES FI FR GB GR IE
  IT LU MC NL PT SE
Publication Language: English
Fulltext Word Count: 11966

Main International Patent Class: **G06F-017/60**
Fulltext Availability:
  Detailed Description

Detailed Description
... unique ID, or a
  collection of such stores, via the advertising vehicle. Any
  SUBSTITUTE SHEET (**RULE** 26)
  selections of the choices made by the **consumer** over a
  communications **network** used to **deliver** the **advertising** are
  recorded when possible and are required to enable the
  associated promotions.

  In one aspect...trends or patterns in consumer
  purchases as broadly or narrowly as desired. Nonetheless,
  SUBSTITUTE SHEET (**RULE** 26)
  despite this use of consumer information, the privacy of the
  particular **consumer** is protected as described above.

  General Applications for the DAP **Advertising   Server**
  While the **present** description of the DAP Advertising
   Server (DAPAS) 14 envisions access via a Web browser, the
  DAPAS 14 should be viewed as...

```
Set      Items    Description
S1          27    AU=(WILKINS C? OR WILKINS, C?)
S2     4500676    ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION? OR POPUP OR -
                  POPUNDER OR POP()(UP OR UNDER)
S3      214792    S2(3N)(DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER?
                  OR VIEW?)
S4       56282    S3(15N)(TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BU-
                  YER? OR PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR
                  PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY)
S5         672    S4(15N)(PARAMETER? OR FACTOR OR FACTORS OR CRITERI?OR FEAT-
                  UR? OR WEIGH? OR RULE? ?)
S6           2    S5(S)(FLIGHT? OR LINEAR? OR NONLINEAR)
S7          91    S5(7N)(DISTRIBUT? OR ONLINE OR ON()LINE OR INTERNET OR INT-
                  RANET OR WEB? OR HOMEPAGE OR HOME()PAGE OR NETWORK? OR PORTAL?
                  OR WWW OR CYBER? OR LAN OR SERVER?)
S8          71    S7 NOT PY>2001
S9          45    RD (unique items)
S10         41    S9 NOT PD=20010116:20040308
S11          7    S1 AND S2
S12         48    S10 OR S11
S13         48    RD (unique items)
? show file
File    9:Business & Industry(R) Jul/1994-2004/Mar 05
          (c) 2004 Resp. DB Svcs.
File   15:ABI/Inform(R) 1971-2004/Mar 08
          (c) 2004 ProQuest Info&Learning
File   16:Gale Group PROMT(R) 1990-2004/Mar 08
          (c) 2004 The Gale Group
File  148:Gale Group Trade & Industry DB 1976-2004/Mar 05
          (c)2004 The Gale Group
File  160:Gale Group PROMT(R) 1972-1989
          (c) 1999 The Gale Group
File  275:Gale Group Computer DB(TM) 1983-2004/Mar 08
          (c) 2004 The Gale Group
File  621:Gale Group New Prod.Annou.(R) 1985-2004/Mar 05
          (c) 2004 The Gale Group
File  636:Gale Group Newsletter DB(TM) 1987-2004/Mar 08
          (c) 2004 The Gale Group
File  635:Business Dateline(R) 1985-2004/Mar 06
          (c) 2004 ProQuest Info&Learning
```

13/3,K/1   (Item 1 from file: 9)
DIALOG(R)File   9:Business & Industry(R)
(c) 2004 Resp. DB Svcs. All rts. reserv.

2818548 Supplier Number: 02818548   (USE FORMAT 7 OR 9 FOR FULLTEXT)
E-Biz Rules Engine Gains Flexible 'Advisor' Function
(Blaze Software's e-commerce rules engine, the Blaze Advisor, permits
   business managers to dynamically change rules as business conditions
   warrant)
InternetWeek, p 26
June 05, 2000
DOCUMENT TYPE: Journal ISSN: 0746-8121 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 448

      (USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...sees that a brand of refrigerator is not selling so well. He can use a
Web browser to change **rules** so that **customers** who come to a certain
page or who have already bought one appliance are **shown**   **promotions** -such
as a reduced price-for that type of refrigerator.

Blaze officials also envision Innovator...

13/3,K/2   (Item 2 from file: 9)
DIALOG(R)File   9:Business & Industry(R)
(c) 2004 Resp. DB Svcs. All rts. reserv.

2285643 Supplier Number: 02285643   (USE FORMAT 7 OR 9 FOR FULLTEXT)
Target Marketing For Online Banks
(Digital Insight launches Target Marketing product for Internet banking)
National Mortgage News, v 23, n 5, p 44
October 19, 1998
DOCUMENT TYPE: Journal ISSN: 1050-3331 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 318

      (USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...database marketing capabilities now being developed."

In a typical scenario, a bank might create a **rule** to check whether a
customer has registered for bill payment services. If the **customer** has
not registered, then the bank's **server** can **deliver** a **promotion** for
the product. If the **customer** already uses the bill payment service to pay
loans, the system can **deliver** a **promotion** for refinancing. Such
promotions could also include e-mail application forms that could be
submitted...

13/3,K/3   (Item 3 from file: 9)
DIALOG(R)File   9:Business & Industry(R)
(c) 2004 Resp. DB Svcs. All rts. reserv.

2186945 Supplier Number: 02186945   (USE FORMAT 7 OR 9 FOR FULLTEXT)
Web Ad Blocking Software Due Tomorrow
(WRQ's @Guard enables personal computer users to block online ads, banners,

and animations, as well as cookies, referral files, and security
incursions)
Newsbytes News Network, p N/A
June 13, 1998
DOCUMENT TYPE: Journal ISSN: 0983-1592 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 583

   (USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...firm designed to block TV ads was taken to court, he noted. But the
courts **ruled** in favor of the VCR firm, finding that there was no
"implicit requirement for **viewing** **ads** among **users** ."

Reported by Newsbytes News **Network** : http:// **www** .newsbytes.com .

(19980613/Press Contacts: Anne Marshall, WRQ, 206-217-7725; Lisa Geschke,
Parker LePla...

 13/3,K/4   (Item 4 from file: 9)
DIALOG(R)File   9:Business & Industry(R)
(c) 2004 Resp. DB Svcs. All rts. reserv.

1893865 Supplier Number: 01893865   (USE FORMAT 7 OR 9 FOR FULLTEXT)
PointCast Direct offers per-click ad banner model
(PointCast Direct is a direct marketing service being launched 7/21/97 by
PointCast, the firm that was the first firm with the push 30-second spots
)
Advertising Age, v 68, n 29, p 26
July 21, 1997
DOCUMENT TYPE: Journal ISSN: 0001-8899 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 604

   (USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...A per-click model makes sense for it, he added, because PointCast sends
content to **users** , making it impossible to report **Web** page **views** to
advertisers .

"I think within their **parameters** it makes sense," Mr. Neufeld said. It
can help PointCast attract new clients and, ultimately...

 13/3,K/5   (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

02519967 120582927
E-knowledge networks for inter-organizational collaborative e-business
Warkentin, Merrill; Bapna, Ravi; Sugumaran, Vijayan
Logistics Information Management v14n1/2 PP: 149-162 2001
ISSN: 0957-6053 JRNL CODE: LIM
WORD COUNT: 7527

...TEXT: the client's cookie, but is also combined with other profile
information sometimes gathered with **Web** forms. Adserver technology

employs both Boolean decision **rules** and stochastic processes to determine the appropriate custom digital **advertising** content to **deliver** to the **server** (**target** **Web** site) in order to deliver to a specific viewer. This must be done in real...

13/3,K/6 **(Item 2 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)

02025589 53881663
P&G among the first to use Carlton interactive
Brech, Poppy
Marketing PP: 6 May 11, 2000
ISSN: 0025-3650 JRNL CODE: MAR
WORD COUNT: 333

...TEXT: interactive ads platform.

The ads were launched on Canton's two digital channels, Canton Food **Network** and Canton Cinema,on ONdigital this week. **Viewers** watching the AA **ad** can calculate the cost of travel insurance depending on the destination, duration and number of **people** . Viewers of P&G's Max **Factor** **ad** can **view** all products used in the ad with a price guide and are given the chance...

13/3,K/7 **(Item 3 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)

01987914 49753304
Vendors broach end-user privacy issues
Schwartz, Ephraim
InfoWorld v22n7 PP: 3 Feb 14, 2000
ISSN: 0199-6649 JRNL CODE: IFW
WORD COUNT: 473

...ABSTRACT: s participation. The profile holds data on the system configuration and resident software. On the **server** , advertisers specify **rules** that only **deliver** **ads** based on the system configuration created in the **user** 's profile. Avio Inc. has signed a deal that will put a technology similar to...
...TEXT: s participation. The profile holds data on the system configuration and resident software. On the **server** , advertisers specify **rules** that only **deliver** **ads** based on the system configuration created in the **user** 's profile.

For example, a component supplier for memory chips might create **rules** for **delivering** an **ad** if the profile reveals a system is configured with less than 32MB of RAM.

"All...

13/3,K/8 **(Item 4 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)

01953719 46557850

The Silicon Alley heart of Internet advertising
Brown, Eryn
Fortune v140n11 PP: 166-168 Dec 6, 1999
ISSN: 0015-8259 JRNL CODE: FOR
WORD COUNT: 1512

...TEXT: your hard drive to record your surfing behavior. DART analyzes
such data; then, according to **parameters** created by the **advertiser** , it
delivers a **targeted** **ad** to the **Web** page popping up on your screen.

This kind of **targeting** is what makes **Web** advertising potentially more
attractive than old-media advertising. Whereas TV and print advertising
shoot for...

 13/3,K/9   **(Item 5 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01775317 04-26308
Getting to know your web customers
Campbell, Mike
Bank Marketing v31n1 PP: 42 Jan 1999
ISSN: 0888-3149 JRNL CODE: BNM
WORD COUNT: 604

...TEXT: an appropriate new rule and message."

In a typical scenario, a bank might create a **rule** to check whether a
customer has registered for bill payment services. If the **customer** has
not registered, then the bank's **server** can **deliver** a **promotion** for
this service. If the **customer** already uses the bill payment service to
pay loans, then the system can **deliver** a **promotion** for refinancing.

"The more the institution and **customer** interact over time," Mr. Fiore
added, "the more precise marketing efforts can become. A bank...

 13/3,K/10   **(Item 6 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01770115 04-21106
They can't sell what they don't know
Newton, Jim
Agency Sales Magazine v29n2 PP: 57-58 Feb 1999
ISSN: 0749-2332 JRNL CODE: AGE
WORD COUNT: 1146

...TEXT: talk about your products in a way that will reflect positively on
them. This confidence **factor** comes in five pieces:

Confidence that there is a local market. Usually case studies and
promotional pieces **show** monumental projects. This **distributor** may not
serve those markets. Discuss how local **buyers** are, or could be, using the
product you're featuring. No big deal, but it...

 13/3,K/11   **(Item 7 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)

01726829 03-77819
The heat is on
Kay, Edward I
Satellite Communications v22n11 PP: 43-47 Nov 1998
ISSN: 0147-7439 JRNL CODE: SAC
WORD COUNT: 1412

...TEXT: determine the key factors for success. Bundled services, along
with other competitive strategies will also **weigh** into the decision
process. The **Internet** 's ability to empower **users** with video on demand,
bi-directional and **target** **advertising** , selective **viewing** of
custom-processed enhanced content, are just a few examples of many planned
innovations. Secured...

 13/3,K/12   **(Item 8 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)

01637519 02-88508
Industry measures up
Beyaztas, Binnur
Marketing PP: 13 May 14, 1998
ISSN: 0025-3650 JRNL CODE: MAR
WORD COUNT: 329

...TEXT: agree on standards for online media. The standards will create a
common global language for **buyers** and sellers of Net **advertising** .

At **present** every organisation has its own set of **rules** for buying and
selling **Internet** ads, impeding the medium's growth. The standards will
create a set of benchmarks which...

 13/3,K/13   **(Item 9 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)

00810333 94-59725
The physical distribution concept as a philosophy of business
Staude, Gavin E
International Journal of Physical Distribution & Logistics Management
v23n5 PP: 52-55 1993
ISSN: 0960-0035 JRNL CODE: IPD
WORD COUNT: 2589

...TEXT: but between what they add to their factory output in the form of
packaging, services, **advertising** , **customer** advice, financing, **delivery**
 arrangement, warehousing and other things that **people** value[4].

Thus **consumers** may well have physical **distribution** needs which, if
satisfied, may be the key determining **factor** in whether they buy from a
particular firm rather than any other. This contention is...

 13/3,K/14   **(Item 10 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)

00677261 93-26482
Perot growing pains strain relationships
Halper, Mark
Computerworld v27n9 PP: 1, 14 Mar 1, 1993
ISSN: 0010-4841 JRNL CODE: COW
WORD COUNT: 958

...TEXT: re no different."

Europcar's importance to Perot is clear and not just because a **banner** performance would **showcase** its **distributed** computing capabilities and help Perot shed the image of hierarchical computing that **users** still attach to outsources.

The job carries enormous **weight** for Europcar's future and could demonstrate that Perot can plan an integral role in...

13/3,K/15   (Item 11 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

00360582 87-19416
Will Cable TV Tie Into Your Target Audience?
Riggs, Vicki
Bank Marketing v19n5 PP: 22-24 May 1987
ISSN: 0888-3194 JRNL CODE: BNM

...ABSTRACT: in 1986. Advertising-supported programming is the fastest growing segment of cable programming. Because cable **subscribers** are less receptive to **advertising** than **network** TV **viewers** , cable **advertisers** have learned to create commercials that are appealing and informative. Banks must **weigh** the advantages and disadvantages of cable advertising, just as they do for other media.   ...

13/3,K/16   (Item 12 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

00270714 85-11147
The Straight and Narrow
 Wilkins, Chris
Marketing v18n13 PP: 47-50 Sep 27, 1984
ISSN: 0025-3650 JRNL CODE: MAR

 Wilkins, Chris

ABSTRACT: In **advertising** , failure tends to be studied more carefully than success. Only when a campaign is going well, however, can a client and the agency analyze what **advertising** is contributing. The client and agency must first decide exactly what they expect **advertising** to do. A strategy must be developed, and the **advertising** must be measured against the specific goals that have been set. It is advantageous to...

... and measure the effect on buying behavior before analysis of sales data takes place. The **advertising** strategies of 2 competing lagers - Carlsberg and Heineken - illustrate 2 successful approaches which nevertheless sacrificed one dimension. The Carlsberg **ad** is quiet and

serious, sacrificing fun and sociability; the funny and outrageous Heineken **ads** cost the company in the perception of its quality. Benson & Hedges cigarettes has launched a...

DESCRIPTORS: **Advertising** ; ...

... **Advertising** campaigns

13/3,K/17   **(Item 13 from file: 15)**
DIALOG(R)File   15:ABI/Inform(R)

00195557 83-07118
Spotlight on the Quality Profession - Promotions
Wilkins, Carole R.
Quality Progress v16n2 PP: 27-28 Feb 1983
ISSN: 0033-524X JRNL CODE: QPR

Spotlight on the Quality Profession - Promotions
Wilkins, Carole R.

ABSTRACT: Obtaining a **promotion** in a quality field is like any other career - it involves selling yourself. The individual...

... Priorities must be established according to personal goals. In evaluating one's worth for a **promotion** , the person should maintain a list of accomplishments. The person should try to develop work relationships and maintain state-of-the-art technical competence. In working for a **promotion** , the quality control professional should adapt creative and innovative techniques to the organization's norms...

... out how they got there and what career paths they followed. Even if getting a **promotion** is not a goal, the quality control professional should consider these areas in an attempt...

...DESCRIPTORS: Employee **promotions** ;

13/3,K/18   **(Item 1 from file: 16)**
DIALOG(R)File   16:Gale Group PROMT(R)

08291112   Supplier Number: 65574804   (USE FORMAT 7 FOR FULLTEXT)
Web-savvy hearing care providers add another tool to their marketing kits.
Bloom, Sara
The Hearing Journal, v53, n9, p23
Sept, 2000
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Professional
Word Count: 4737

...   place from which it can move naturally from element to element.
      Size is an important **factor** in website design. Unlike print media, where everyone **views** your **advertisement** in the same size and format, **web** **users** see images differently, depending on which browser they are using, and the size of their...

13/3,K/19   **(Item 2 from file: 16)**

08232863   Supplier Number: 69298151   (USE FORMAT 7 FOR FULLTEXT)
D-I-Y FOR ALL AGES.
KING, ADAM
Do-It-Yourself Retailing, v180, n1, p43
Jan, 2001
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 5766

...   savvy than Boomers (50 percent compared to 32 percent), making the
Swing generation a strong **target** for **promotions** or information
delivered via **Internet** or e-mail.
        THE X **FACTOR**
        Generation Xers, those who are between 24 and 35 years old, are the
driving force...

   13/3,K/20   (Item 3 from file: 16)

08217696   Supplier Number: 69179013   (USE FORMAT 7 FOR FULLTEXT)
**Multimedia Live's E-Commerce Engine MarketLive Makes Generational Leap by
  Adding Manna's Leading Personalization Solution FrontMind.**
Business Wire, p0067
Jan 15, 2001
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 980

...   offer e-tailers virtually unlimited flexibility and control over
their online businesses, while optimizing the **online** experience for their
 customers . To date, MarketLive's already impressive **rules** -based
personalization capabilities have included dynamic product **displays** ,
customized campaigns, **promotions** , content, and cross-sells that are
critical to keeping the **customer** front and center.
        With the integration of Manna's FrontMind technology, MarketLive
will be able...

   13/3,K/21   (Item 4 from file: 16)

07472082   Supplier Number: 62503303   (USE FORMAT 7 FOR FULLTEXT)
**E-Biz Rules Engine Gains Flexible 'Advisor' Function.(Blaze Advisor
  Innovator from Blaze Software)(Product Announcement)**
Tillett, L. Scott
InternetWeek, p26
June 5, 2000
Language: English   Record Type: Fulltext
Article Type: Product Announcement
Document Type: Tabloid; Trade
Word Count: 463

...   sees that a brand of refrigerator is not selling so well. He can
use a **Web** browser to change **rules** so that **customers** who come to a

certain page or who have already bought one appliance are **shown**
promotions -such as a reduced price-for that type of refrigerator.
        Blaze officials also envision Innovator...

   13/3,K/22   (Item 5 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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07045545   Supplier Number: 57796817 (USE FORMAT 7 FOR FULLTEXT)
Sky's now the limit for 'functional' portal; As the free ISP frenzy shows
  no sign of abating, Robert Venes looks at BSkyB's recent
  offering.(Company Business and Marketing)
New Media Age, p14(1)
July 22, 1999
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 886

...   the service began late last year.
        According to Paul Wright, head of sales at Sky **Online** , one of the
key **factors** differentiating the Sky offering from its rivals is branding
and content. "From an **advertiser** 's point of **view** , Skynow will attract
users as it's content rich. That's a case of Sky doing what it's...

   13/3,K/23   (Item 6 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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06808473   Supplier Number: 57587900 (USE FORMAT 7 FOR FULLTEXT)
Mediaplex Partners with SoftCoin to Leverage Offline Purchasing Behavior
  for Online Advertising.
Business Wire, p1058
Nov 16, 1999
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 402

...   s profile, the advertiser's business data (such as product
inventory and pricing), and the **online** campaign's performance. Based on
these business **rules** , MOJO serves the most appropriate **ad** to a specific
 viewer in real time. The SoftCoin relationship will allow MOJO to **target**
  users based on their offline behavior patterns, and provide a much more
relevant message to the...

   13/3,K/24   (Item 7 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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06662151   Supplier Number: 55862957 (USE FORMAT 7 FOR FULLTEXT)
Intraware Expands Business-to-Business E-Marketplace for IT Professionals,
  and Establishes Partner Relationships With Hewlett Packard, Macromedia
  and Novell.
PR Newswire, p3283
Sept 27, 1999
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1239

...   new functionality and improvements to its IT E-marketplace:
      * Personalized Price Books -- Intraware is providing 1customers   with
the
      ability to administer multiple, password-protected **online** price
books
      that are used to **view** negotiated and **promotional** pricing on an
      individual product line basis. These pricing books enable **customers**
to
      complete their **online** orders based on these account-specific
pricing
      rules . The new pricing books are an important new development
because
      software pricing is often informally...

13/3,K/25   (Item 8 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

06160419   Supplier Number: 53974250   (USE FORMAT 7 FOR FULLTEXT)
@Home Network Rich Media Study Reveals Broadband Advertising Offers More
  Effective Branding and Communications Channel.
PR Newswire, p9920
March 1, 1999
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1049

...   for assessing Internet advertising success and the ability to help
advertisers understand and quantify how **consumers**   **view** and use **online**
 advertising0 . Actual results may differ materially due to a number of
factors , including: the technological, operational, and financial
challenges of developing an integrated advertisement that subscribers find
...

13/3,K/26   (Item 9 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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06036269   Supplier Number: 53491140   (USE FORMAT 7 FOR FULLTEXT)
Digital Insight Makes A Play For Small Banks.
Retail Delivery News, v3, n25, pNA
Dec 23, 1998
Language: English   Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 836

...   account sign-up forms and loan applications.
      In a typical scenario, a bank creates a **rule** to check whether a
customer has registered for bill payment services. If the **customer** has
not registered, the bank's **server** can **deliver** a product **promotion** to
that **customer** . If the **customer** already uses the bill payment service,
then the system can **deliver** a **promotion** for refinancing. Such
promotions also can include e-mail application forms that can be submitted
...

13/3,K/27   (Item 10 from file: 16)

06004732   Supplier Number: 53395946 (USE FORMAT 7 FOR FULLTEXT)
**Four Solutions To Rev Up Your E-Commerce Business.(Software
  Review)(Evaluation)**
Hoffman, Richard
Network Computing, p75(1)
Dec 15, 1998
Language: English   Record Type: Fulltext
Article Type: Evaluation
Document Type: Magazine/Journal; Trade
Word Count: 4330

...   site based on user ID, and it seemed straightforward to use the
Direct Mailer to **target** e-mail messages to specific **users** . In addition,
the Ad **Server** can be used to **display** customized **ads** and prepare **user**
-analysis reports regarding usage. We used the product's **Rule** Builder
tool to execute ASP/VBScript code within pages to present information based
on membership...

 13/3,K/28   (Item 11 from file: 16)

05879565   Supplier Number: 53059074 (USE FORMAT 7 FOR FULLTEXT)
Digital Insight Adds Target Marketing to Internet Banking.
PR Newswire, p4211
Oct 6, 1998
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 759

...   191,000 home banking customers currently enrolled and active.
Target Marketing will allow Digital Insight **clients** to select precisely
targeted marketing promotions for these **customers** and **present** the
selected **promotions** in real time.
     The new product incorporates **rule** -based messaging technology. Using
this technology, the **Internet** server can review stored customer
information and client-generated business rules to select a promotion...

...an appropriate new rule and message."
     In a typical scenario, a bank might create a **rule** to check whether
a customer has registered for bill payment services. If the **customer** has
not registered, then the bank's **server** can **deliver** a **promotion** for
this product. If the **customer** already uses the bill payment service to
pay loans, then the system can **deliver** a **promotion** for refinancing.
Such promotions could also include e-mail application forms that could be
submitted...

 13/3,K/29   (Item 12 from file: 16)

05140308   Supplier Number: 47846851 (USE FORMAT 7 FOR FULLTEXT)
PointCast Direct offers per-click ad banner model
Riedman, Patricia
Advertising Age, p26

July 21, 1997
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Tabloid; Trade
Word Count: 601

...   A per-click model makes sense for it, he added, because PointCast
sends content to **users** , making it impossible to report **Web** page **views**
to **advertisers** .
      'I think within their **parameters** it makes sense,' Mr. Neufeld said.
It can help PointCast attract new clients and, ultimately...

 13/3,K/30   (Item 13 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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05035030   Supplier Number: 47392073   (USE FORMAT 7 FOR FULLTEXT)
WorldPages introduces localized Internet banner advertising; uses keyword
  combinations and geographic attributes to target display banner
  advertisements at specific consumers.
Business Wire, p05191086
May 19, 1997
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 689

...   calculates impression limits in real time, allowing the exact
number of impressions requested by a **customer** to be delivered. AdServer
uses a sophisticated **weighting** mechanism to **deliver** selected
advertisements according to different **customer** -requested impression
rates.
      Sales channels and **distribution**
      WorldPages offers an array of local, regional, and national programs
for advertisers who seek to...

 13/3,K/31   (Item 14 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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03878218   Supplier Number: 45573881   (USE FORMAT 7 FOR FULLTEXT)
Sell The Sizzle: One key to a successful food show is an effective
  pre-sshow promotion strategy that builds excitement and anticipation.
FoodService Distributor, p60
June, 1995
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1120

...   and raise awareness of its customer service orientation and
capabilities.
      Sizzle has to ignite a **distributor** 's sales force as well as its
customers . It is essential that your employees buy into the **promotion** of
the **show** wholeheartedly. DSRs are indisputably the most important **factor**
 in getting operators to the show. Management must strike the match and fan
the flame...

 13/3,K/32   (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB

13016666   SUPPLIER NUMBER: 62385758   (USE FORMAT 7 OR 9 FOR FULL TEXT)
P&G among the first to use Canton interactive.
Brech, Poppy
Marketing, 6
May 11, 2000
ISSN: 0025-3650   LANGUAGE: English   RECORD TYPE: Fulltext
WORD COUNT: 344   LINE COUNT: 00030

     The ads were launched on Canton's two digital channels, Canton Food
Network and Canton Cinema, on ONdigital this week.
          Viewers watching the AA **ad** can calculate the cost of travel
insurance depending on the destination, duration and number of **people** .
Viewers of P&G's Max **Factor**   **ad** can **view** all products used in the ad
with a price guide and are given the chance...

   13/3,K/33   **(Item 2 from file: 148)**
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

09906325   SUPPLIER NUMBER: 20052137   (USE FORMAT 7 OR 9 FOR FULL TEXT)
Nando.net Switches To Accipiter For Advertising Delivery Across Network Of
  Newspaper Web Sites
PR Newswire, p1209CHTU003
Dec 9, 1997
LANGUAGE: English   RECORD TYPE: Fulltext
WORD COUNT: 571   LINE COUNT: 00055

...   news and information from around the world every three to six
minutes. A key decision **factor** for Nando was how the **network** version of
Accipiter's AdManager enables the centralized management, **targeting** ,
delivery , and analysis of **ad** performance across a number of **Web** sites.
     "We are pleased to offer a solution to effectively manage the
national and local...

   13/3,K/34   **(Item 3 from file: 148)**
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

07276872   SUPPLIER NUMBER: 15499987   (USE FORMAT 7 OR 9 FOR FULL TEXT)
The big and small of it. (In-Store Marketing)
Urbanski, Al
Food & Beverage Marketing, v13, n5, p50(2)
May, 1994
ISSN: 0731-3799   LANGUAGE: ENGLISH   RECORD TYPE: FULLTEXT
WORD COUNT: 1238   LINE COUNT: 00094

...   that are less expensive than coupons. Plus, the technology is
impressive. There's a "wow" **factor** when consumers see it at checkout."
     APT's Vision Value **Network** is a combination frequent **shopper**
program, debit payment system, **advertising** medium, and coupon **delivery**
system housed in a dual-screen monitor facing the **shopper** at checkout.
Network members, who disclose household demographic information to join,
run their cards through the machine and...

   13/3,K/35   **(Item 4 from file: 148)**

07171678   SUPPLIER NUMBER: 14982445   (USE FORMAT 7 OR 9 FOR FULL TEXT)
Private-label development suffering in slow economy. (Package Converting)
   (Column)
Sacharow, Stanley
Paper, Film & Foil Converter, v68, n1, p64(2)
Jan, 1994
DOCUMENT TYPE: Column   ISSN: 0031-1138   LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT
WORD COUNT: 1578   LINE COUNT: 00124

...   change their lifestyle; they just want to pay less for it," he
said.
      A secondary **factor** encouraging store-brand development is the
diminished ability of **advertising** to **deliver** a mass audience.
Brand-name companies typically have relied on **network** television to reach
 consumers , but cable has splintered those audiences.
      Loblaw has agreed to produce 350 private-label products...

   13/3,K/36   (Item 5 from file: 148)

07025448   SUPPLIER NUMBER: 15463281
Guidelines could spark Internet ad stampede. (advertising in the Internet)
Kimball, James G.
Business Marketing, v79, n5, p1(2)
May, 1994
ISSN: 0745-5933   LANGUAGE: ENGLISH   RECORD TYPE: ABSTRACT

ABSTRACT: The Coalition for Networked Information will propose rules on
advertising placed in the **Internet** . The **rules** are expected to bring
order to the **network** which has 15 to 30 million **users** . While
advertising has been **presented** over the **Internet** ever since its
establishment, there are advertisers who are ignorant of Internet culture.
Two important...

   13/3,K/37   (Item 6 from file: 148)

05862005   SUPPLIER NUMBER: 12276009   (USE FORMAT 7 OR 9 FOR FULL TEXT)
Do good ads **make the product bad? (fashion** advertising **)**
 Wilkins, Chris
Campaign, p22(2)
May 1, 1992
ISSN: 0008-2309   LANGUAGE: ENGLISH   RECORD TYPE: FULLTEXT
WORD COUNT: 1617   LINE COUNT: 00117

Do good ads **make the product bad? (fashion** advertising **)**
 Wilkins, Chris

TEXT:
      ...over designer beers, leaving brewers an option to neglect their
products in favour of the **ads** . Chris Wilkins complains that fashion
advertising works for more than just jeans and perfume

Here's a theory. Good **advertising** can make for inferior products.
It's a hypothesis that first occurred to me about...

...Crest prevented dental cavities better than anything else around. The
role of the company's **advertising** was (and, I imagine, still is) to
convince the public of that superiority.
    When I naively suggested to my hosts that a cunning **advertising**
campaign could persuade people to buy products that did not work as well as
their...

...they? Well, some are and some aren't. Trouble is, an ever-growing body
of **advertising** operates as though they are.
    The day after my visit to P&G, I was...

...label brands were equally potent, the discriminators were price,
availability and some abstract brand value. **Advertising** could not
directly affect the first two, but it could create the third. It could
create a fashion.
    Most drinks **advertising** at the moment is "fashion" **advertising** ,
certainly almost all lager **advertising** is. The argument here is that
because all lagers are pretty indistinguishable one from another, then it
is the role of **advertising** to produce differentiation. But if we agree
for the sake of the argument that all...

...in blind tasting situations are neglected as brands by drinkers, who are
swayed mostly by **advertising** imagery? Why go to all the trouble and
expense of making a better beer when you can change **advertising** agencies
for free? Because no matter how much the brewers may whinge about the
public...

...a homogeneous commodity, the fact remains that significant product
improvements cost a lot more than **advertising** . To make a better lager,
you'd probably have to buy better, costlier ingredients, invest...

...stringent quality control. So quality is not something that gets talked
about much in lager **advertising** . With the noble exception of Stella
Artois, **advertising** in this category relies on fantasy, user imagery and
national origin. Just like Levi's, in fact. Fashion **advertising** .
    But even Levi's **advertising** at its best is rooted in some product
value. The commercial where the garment pulls...But in any event, Levi's
may be forgiven for running the occasional pure fashion **ad** , since what it
makes is a fashion product.
    The same indulgence must be extended to scent **advertising** , of
course, where product performance would be hard to quantify. But why has so
much car **advertising** drifted mindlessly into the golden sunlight of
Provence? Why do so many car commercials look...

...many dimensions, yet with the exception of Volkswagen and (until very
recently) Volvo, cars are **advertised** as though they were cosmetics. Shiny
red metal outfits that you apply to your body...
...a lover. And what is Volvo up to at the moment? After years of
compelling **advertising** extolling the safety features of the marque, the
ads have gone all vague and arty. I think this is a mistake.
    In a recent...

...exceeded the legal requirements. Pretty standard for a Volvo, you might
think. Except that the **ad** was for a Cadillac.
    Not only do I doubt whether General Motors would have run such an **ad**
without Volvo's precedent, but were it not for Volvo's concentration on
safety over...

...I doubt whether GM would even have built such a car. In the meantime, what **advertising** is Volvo running in the US? A series of gritty, monochrome spreads featuring members of...

...grainy pictures of the survivors and the wrecked cars.
      It's an object lesson in **advertising** to us all. When you've made an issue your own to the extent that...

...to improve the product.
      The fact of the matter is that unless those responsible for **advertising** elect to compete on the battle-ground of product benefit and performance, there will be diminishing pressure on manufacturers to deliver an improved product. By **advertising** its safety features, I believe that Volvo has made all cars safer. But if the safety issue is allowed to slip out of the **advertising** , cars will simply get shinier. And you know why? Because money is a hell of...

  ...INDUSTRY CODES/NAMES: ADV   **Advertising** , Marketing and Public
  Relations
  DESCRIPTORS: **Advertising** --

  13/3,K/38   **(Item 7 from file: 148)**
  DIALOG(R)File 148:Gale Group Trade & Industry DB
  (c)2004 The Gale Group. All rts. reserv.

  03243507   SUPPLIER NUMBER: 06117543
  Tasty slice but whose life is it anyway? (television commercials) (column)
  Wilkins, Chris
  Marketing, p7(1)
  Nov 12, 1987
  DOCUMENT TYPE: column   ISSN: 0025-3650   LANGUAGE: ENGLISH
  RECORD TYPE: CITATION

  Wilkins, Chris

  INDUSTRY CODES/NAMES: ADV   **Advertising** , Marketing and Public Relations
  ...
  DESCRIPTORS: **Advertising** copy...

  ...Television **advertising** --

  13/3,K/39   **(Item 8 from file: 148)**
  DIALOG(R)File 148:Gale Group Trade & Industry DB
  (c)2004 The Gale Group. All rts. reserv.

  03243472   SUPPLIER NUMBER: 06094189
  When I was shaken but not stirred. (alcoholic beverages, James Bond,
   advertising **) (column)**
  Wilkins, Chris
  Marketing, p7(1)
  Nov 5, 1987
  DOCUMENT TYPE: column   ISSN: 0025-3650   LANGUAGE: ENGLISH
  RECORD TYPE: CITATION

  When I was shaken but not stirred. (alcoholic beverages, James Bond,
   advertising **) (column)**
  Wilkins, Chris

INDUSTRY CODES/NAMES: ADV   **Advertising** , Marketing and Public Relations
. . .
...DESCRIPTORS: **Advertising**

   13/3,K/40   (Item 9 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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03243352   SUPPLIER NUMBER: 06076874
Calling a spade a research tool. (verification of advertising **research)**
   (column)
 Wilkins, Chris
Marketing, p6(1)
Sept 10, 1987
DOCUMENT TYPE: column   ISSN: 0025-3650   LANGUAGE: ENGLISH
RECORD TYPE: CITATION

Calling a spade a research tool. (verification of advertising **research)**
   (column)
 Wilkins, Chris

 INDUSTRY CODES/NAMES: ADV   **Advertising** , Marketing and Public Relations
 . . .
 DESCRIPTORS: **Advertising** agencies...

 ... **Advertising** research

   13/3,K/41   (Item 10 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

03243318   SUPPLIER NUMBER: 05237544
The quick and the deadline. (column)
 Wilkins, Chris
Marketing, p6(1)
Aug 20, 1987
DOCUMENT TYPE: column   ISSN: 0025-3650   LANGUAGE: ENGLISH
RECORD TYPE: CITATION

 Wilkins, Chris

 INDUSTRY CODES/NAMES: ADV   **Advertising** , Marketing and Public Relations
 . . .
 DESCRIPTORS: **Advertising --**

   13/3,K/42   (Item 1 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

02223518   SUPPLIER NUMBER: 21136126   (USE FORMAT 7 OR 9 FOR FULL TEXT)
Internet direct marketing. (Internet/Web/Online Service Information)
Wilkins, Jeff
e-Business Advisor, v16, n9, p32(4)
Sept, 1998
LANGUAGE: English   RECORD TYPE: Fulltext; Abstract
WORD COUNT: 2488   LINE COUNT: 00213

...   a banner ad, the click triggers DoubleClick's ad management
technology, running on DoubleClick's **server** . It completes dynamic **ad**
matching, **targeting** , and **delivery** functions within milliseconds.
Banners are hyperlinked to special advertisers' pages. Advertising can be
targeted based on a variety of **factors** , including user interests, time
of day, day of week, organization name and size, domain type...

  13/3,K/43   (Item 2 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

01833045   SUPPLIER NUMBER: 17189959   (USE FORMAT 7 OR 9 FOR FULL TEXT)
ProductView seeks funding for 3Q launch of ad-supported E-mail.
   (ProductView Interactive and CMGventures)
Electronic Marketplace Report, v9, n10, p7(2)
May 16, 1995
ISSN: 1071-247X   LANGUAGE: English   RECORD TYPE: Fulltext
WORD COUNT: 407   LINE COUNT: 00036

...   development, adequate staffing and a large marketing campaign.
     ProductView (Cambridge, MA) originally planned to pay **consumers**0 to
view   online   ads (EMR, Sept. 6, '94). But the company has since **ruled**
out cash compensation and will instead offer in-kind credits, such as   .
mileage for national...

  13/3,K/44   (Item 1 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

04442775   Supplier Number: 55899863   (USE FORMAT 7 FOR FULLTEXT)
INTRAWARE: Intraware rolls out expansion of leading bu business-to-business
   e-marketplace for professionals.
M2 Presswire, pNA
Sept 28, 1999
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1105

...   new functionality and improvements to its IT E-marketplace:
     * Personalised Price Books - Intraware is providing **customers** with
the ability to administer multiple, password-protected **online** price books
that are used to **view** negotiated and **promotional** pricing on an
individual product line basis. These pricing books enable **customers** to
complete their **online** orders based on these account-specific pricing
rules . The new pricing books are an important new development because
software pricing is often informally...

  13/3,K/45   (Item 1 from file: 635)
DIALOG(R)File 635:Business Dateline(R)
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1052660 00-17463
Kiosk Software, Inc. Merges With AmeriComUSA, Inc.; AmeriComUSA Chooses
     Kiosk Software to Deliver Multimedia Services to its Existing Internet
     Customers
Anonymous

Business Wire (San Francisco, CA, US) p1
PUBL DATE: 990322
WORD COUNT: 828
DATELINE: San Luis Obispo, CA, US, Pacific

TEXT:

     ...any advertisement, by day, month, or length of campaign, thereby
giving advertisers the ability to **target** specific audience demographics.
These unique features eliminate the "waste **factor** " **presently** being
experienced with **banner** advertising. For the first time, **Internet**
advertisers' problems with Internet advertising have been solved.

     Microsoft is a registered trademark of Microsoft...

  13/3,K/46   **(Item 2 from file: 635)**
DIALOG(R)File 635:Business Dateline(R)
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1046361 00-11073
Playboy sues Netscape, Excite over ads
Espe, Erik
Business Journal-San Jose (San Jose, CA, US), V16 N44 p1
PUBL DATE: 990219
WORD COUNT: 900
DATELINE: San Jose, CA, US, Pacific

TEXT:

     ...can contest the use of their trademark in a meta-tag, they have yet
to **rule** on whether a holder can dictate what kind of **advertising** **Web**
portals **display** when a **user** conducts a search with a protected term.

     Playboy thinks it should have control over advertising...

  13/3,K/47   **(Item 3 from file: 635)**
DIALOG(R)File 635:Business Dateline(R)
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0799489 97-59476
Low-cost Internet Directory launched for small law firms, solo practioners
Baumann, Gregory C
Daily Record-Baltimore MD (Baltimore, MD, US) p3A
PUBL DATE: 970405
WORD COUNT: 434
DATELINE: Baltimore, MD, US, South Atlantic

TEXT:

     ...Baltimore attorney Anton Keating. Lancelotta's brother, Sam, helped
arrange financing and handles marketing.

     The **Consumer** 's Directory's **clients** **view** their new **Internet**
advertisements as adjuncts to their normal marketing strategy.

     "We were sort of **weighing** the relative merits of the phonebook versus
the Internet and this is certainly a less...

13/3,K/48   (Item 4 from file: 635)
DIALOG(R)File 635:Business Dateline(R)
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0610508 95-66802
Offer takes guts, and someone with a gut
Markiewicz, David A
Detroit News (Detroit, MI, US) sC p1
PUBL DATE: 950616
WORD COUNT: 253
DATELINE: Detroit, MI, US

TEXT:

    ...in Dearborn Heights Monday. The company is looking for 100 members
willing to pose for **ads** that **show** how effective its program is.

    "We'll periodically take pictures of the **people** who volunteer and see
who has best met their **weight** -loss goal," said Karen **Webber** , owner of
the local Form You 3 franchise.

    About 90 percent of Form You 3...

```
Set     Items    Description
S1        299     AU=(WILKINS C? OR WILKINS, C?)
S2     378107     ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION? OR POPUP OR -
                    POPUNDER OR POP()(UP OR UNDER)
S3    5418656     DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER? OR VI-
                    EW?
S4    1993821     TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BUYER? OR -
                    PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR PERSON?
                    ? OR SUBSCRIBER? OR ENTITIES OR ENTITY
S5    2113581     PARAMETER? OR FACTOR OR FACTORS OR CRITERI?OR FEATUR? OR W-
                    EIGH? OR RULE? ?
S6      10722     S2(5N)S3
S7          0     S1 AND S6
S8        337     S6 AND S4 AND S5
S9         18     S8(30N)(FLIGHT? OR LINEAR? OR NONLINEAR OR PROBABIL?)
S10        94     S6(15N)(FLIGHT? OR LINEAR? OR NONLINEAR OR PROBABIL?)
S11       106     S9 OR S10
S12        79     S11 NOT PY>2000
S13        78     RD (unique items)
File    2:INSPEC 1969-2004/Feb W5
          (c) 2004 Institution of Electrical Engineers
File   35:Dissertation Abs Online 1861-2004/Feb
          (c) 2004 ProQuest Info&Learning
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File   99:Wilson Appl. Sci & Tech Abs 1983-2004/Feb
          (c) 2004 The HW Wilson Co.
File  233:Internet & Personal Comp. Abs. 1981-2003/Sep
          (c) 2003 EBSCO Pub.
File  474:New York Times Abs 1969-2004/Mar 05
          (c) 2004 The New York Times
File  475:Wall Street Journal Abs 1973-2004/Mar 05
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File  583:Gale Group Globalbase(TM) 1986-2002/Dec 13
          (c) 2002 The Gale Group
File  256:SoftBase:Reviews,Companies&Prods. 82-2004/Jan
          (c)2004 Info.Sources Inc
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13/5/1   (Item 1 from file: 2)
DIALOG(R)File   2:INSPEC

7017886   INSPEC Abstract Number: B2001-10-6150M-038, C2001-10-5640-027
 Title: M-DCF: a MAC protocol supporting QoS in ad hoc network
  Author(s): Jin Xiaohui; Li Jiandong; Guo Feng
  Author Affiliation: Sch. of Commun. Eng., Xidian Univ., Xi'an, China
  Conference Title: WCC 2000 - ICCT 2000. 2000 International Conference on
Communication Technology Proceedings (Cat. No.00EX420)   Part vol.2   p.
1718-21 vol.2
  Editor(s): Ke, G.; Zhisheng, N.
  Publisher: IEEE, Piscataway, NJ, USA
  Publication Date: 2000 Country of Publication: USA   2 vol. 1788 pp.
  ISBN: 0 7803 6394 9   Material Identity Number: XX-2001-00871
  U.S. Copyright Clearance Center Code: 0 7803 6394 9/2000/$10.00
  Conference   Title: Proceedings of 16th International Conference on
Communication Technology (ICCT'00)
  Conference Sponsor: Chinese Inst. Electron.; China Inst. Commun.; TC6 of
IFIP; IEEE Commun. Soc.; IEE Electron. Div
  Conference Date: 21-25 Aug. 2000   Conference Location: Beijing, China
  Language: English   Document Type: Conference Paper (PA)
  Treatment: Practical (P)
  Abstract: M-DCF, modified distribution coordination function, is proposed
based on the characteristics of the IP frame network, which is applied to
the WLAN **ad** hoc. Computer simulation **shows** that M-DCF can decrease the
total frame dropping **probability** , voice frame dropping **probability** ,
voice frame contention delay, as well as data frame contention delay. (5
 Refs)
  Subfile: B C
  Descriptors: access protocols; delay estimation; integrated voice/data
communication; packet radio networks; probability; quality of service;
telecommunication congestion control; wireless LAN
  Identifiers: M-DCF; MAC protocol; QoS; ad hoc network; modified
distribution coordination function; IP frame network; WLAN; voice frame
dropping probability; voice frame contention delay; data frame contention
delay
  Class Codes: B6150M (Protocols); B6250   (Radio links and equipment);
B6210L (Computer communications); C5640   (Protocols); C5620L (Local area
networks)
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13/5/2   (Item 2 from file: 2)
DIALOG(R)File   2:INSPEC

6905617   INSPEC Abstract Number: B2001-05-1265H-017
 Title: Co-60 total dose test of 14- and 16-bit ADCs
  Author(s): Tomasch, G.; Harboe-Sorensen, R.; Muller, R.; Tzscheetzsch, T.
  Author Affiliation: Max-Planck-Inst. fur Aeronomie, Katlenburg-Lindau,
Germany
  Conference Title: 2000 IEEE Radiation Effects Data Workshop. Workshop
Record. Held in conjunction with IEEE Nuclear and Space Radiation Effects
Conference (Cat. No.00TH8527)   p.26-31
  Publisher: IEEE, Piscataway, NJ, USA
  Publication Date: 2000 Country of Publication: USA   vi+172 pp.
  ISBN: 0 7803 6474 0   Material Identity Number: XX-2000-03198
  Conference Title: 2000 IEEE Radiation Effects Data Workshop. Workshop
Record
  Conference Date: 24-28 July 2000   Conference Location: Reno, NV, USA

Language: English   Document Type: Conference Paper (PA)
Treatment: Experimental (X)

Abstract: Results of biased and unbiased Co-60 irradiation to 50 krd (Si) of 14 bit ADCs AD9243 (Analog Devices), LTC1419 (**Linear** Technology) and 16-bit **ADS** -937 (DATEL) are **presented** . Supply currents, reference voltage, Signal-to-Noise-and-Distortion ratio (SINAD) and standard deviation were monitored. (6 Refs)

Subfile: B
Descriptors: analogue-digital conversion; gamma-ray effects
Identifiers: total dose; ADC; Co-60 irradiation; Analog Devices AD9243; Linear Technology LTC1419; DATEL ADS-937; supply current; reference voltage ; signal-to-noise-and-distortion ratio; standard deviation; 14 bit; 16 bit; 50 krad
Class Codes: B1265H (A/D and D/A convertors); B2550R (Radiation effects on semiconductor devices)
Numerical Indexing: word length 1.4E+01 bit; word length 1.6E+01 bit; radiation absorbed dose 5.0E+02 Gy

13/5/3   (Item 3 from file: 2)
DIALOG(R)File   2:INSPEC

6847680   INSPEC Abstract Number: B2001-04-7630A-012
Title: Effects of field-of-view on pilot performance in night vision goggles flight trials: preliminary findings

Author(s): Jennings, S.A.; Craig, G.
Author Affiliation: Flight Res. Lab., Nat. Res. Council of Canada, Ottawa, Ont., Canada

Journal: Proceedings of the SPIE – The International Society for Optical Engineering Conference Title: Proc. SPIE – Int. Soc. Opt. Eng. (USA) vol.4021   p.335-42
Publisher: SPIE-Int. Soc. Opt. Eng,
Publication Date: 2000 Country of Publication: USA
CODEN: PSISDG ISSN: 0277-786X
SICI: 0277-786X(2000)4021L.335:EFVP;1-J
Material Identity Number: C574-2000-192
U.S. Copyright Clearance Center Code: 0277-786X/2000/$15.00
Conference Title: Helmet- and Head-Mounted Displays V
Conference Sponsor: SPIE
Conference Date: 24-25 April 2000   Conference Location: Orlando, FL, USA
Language: English   Document Type: Conference Paper (PA); Journal Paper (JP)
Treatment: Experimental (X)

Abstract: Night vision goggles (NVGs) allow pilots to see and navigate under minimal levels of illumination. While NVGs allow the user to see more than they typically could under these levels of illumination, the visual information provided by NVGs has a limited field-of-view. The size of the field-of-view can diminish the pilot's spatial orientation ability in the night flying environment. We examined pilot performance in low level helicopter **flig**ht while the pilots were using NVGs with 40 degrees , and 52 degrees fields-of- **view** . The pilots flew a standardized **ADS** -33D hover maneuver in a Bell 206 helicopter equipped with an accurate position measurement system. The tests were conducted in simulated night conditions and both subjective and objective measures of task performance were obtained. Pilot Cooper-Harper ratings increased from Level 1 baseline ratings to Level 2 ratings when the NVGs were used, indicating worse performance when using the NVGs. Small rating differences were noticed between the 52 degrees and 40 degrees field-of-view conditions. Similar

trends were noticed in the objective data of altitude, and lateral and
longitudinal station keeping errors. (17 Refs)
   Subfile: B
   Descriptors: aircraft displays; helicopters; helmet mounted displays;
image sensors
   Identifiers: field of view; helmet mounted display; night vision goggle;
helicopter pilot; low-level flight; position measurement system;
Cooper-Harper rating
   Class Codes: B7630A (Avionics); B7910 (Military circuits, components,
and equipment); B7260F (Display equipment and systems); B7230G (Image
sensors)
   Copyright 2001, IEE

13/5/4   (Item 4 from file: 2)
DIALOG(R)File   2:INSPEC
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6708565   INSPEC Abstract Number: B2000-10-0240J-002, C2000-10-1140J-002
 Title: On targeting Markov segments
   Author(s): Charikar, M.; Kumar, R.; Raghaven, P.; Rajagopalan, S.;
Tomkins, A.
   Author Affiliation: Dept. of Comput. Sci., Stanford Univ., CA, USA
   Conference Title: Proceedings of the Thirty-First Annual ACM Symposium on
Theory of Computing   p.99-108
   Publisher: ACM, New York, NY, USA
   Publication Date: 1999 Country of Publication: USA   xi+790 pp.
   ISBN: 1 58113 067 8   Material Identity Number: XX-1999-02179
   U.S. Copyright Clearance Center Code: 1 58113 067 8/99/05...$5.00
   Conference Title: Proceedings of STOC 99: 31st Annual Symposium on Theory
of Computing
   Conference Sponsor: ACM
   Conference Date: 1-4 May 1999   Conference Location: Atlanta, GA, USA
   Language: English   Document Type: Conference Paper (PA)
   Treatment: Theoretical (T)
   Abstract: Consider two user populations, of which one is targeted and the
other is not. Users in the targeted population follow a Markov chain on a
space of n states. The untargeted population follows another Markov chain,
also defined on the same set of n states. Each time a user arrives at a
state, he/she is presented with information appropriate for the targeted
population (an advertisement, or a recommendation) with some **probability** .
 Presenting the **advertisement** incurs a cost. Notice that while the
revenue grows in proportion to the flow of targeted users through the
state, the cost grows in proportion to the total flow (targeted and
untargeted) through the state. How can we compute the best advertisement
policy? The world-wide web is a natural setting for such a problem.
Internet service providers have trail information for building such
Markovian user models where states correspond to pages on the web. In this
paper we study the simple problem above, as well as the variants with
multiple targetable segments. In some settings the policy need not be a
static probability distribution on states. Instead, we can dynamically vary
the policy based on the user's path through the states. We provide
characterizations which reveal interesting insights into the nature of
optimal policies, and then, use these insights for algorithm design.
Targeting problems do not seem amenable to solutions using methods from
familiar fields such as Markov decision processes. (12 Refs)
   Subfile: B C
   Descriptors: Markov processes; probability
   Identifiers: Markov segments; Markov chain; world-wide web; multiple
targetable segments; Markov decision processes
   Class Codes: B0240J (Markov processes); C1140J (Markov processes)

13/5/5   (Item 5 from file: 2)
DIALOG(R)File   2:INSPEC
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6481961   INSPEC Abstract Number: C2000-03-7170-003
 Title: Automatic customization rule generation for electronic sales promotion in wholesale industry
 Author(s): Yumoto, M.; Komoda, N.; Mori, T.

Author Affiliation: Osaka Univ., Japan

 Journal: Transactions of the Institute of Electrical Engineers of Japan, Part C   vol.119-C, no.11   p.1339-44
 Publisher: Inst. Electr. Eng. Japan,
 Publication Date: Nov. 1999 Country of Publication: Japan
 CODEN: DGRCDZ ISSN: 0385-4221
 SICI: 0385-4221(199911)119C:11L.1339:ACRG;1-J
 Material Identity Number: T197-2000-002
 Language: Japanese   Document Type: Journal Paper (JP)
 Treatment: Applications (A); Practical (P)

Abstract: In a sales promotion task, suppliers prepare and present the sales promotion proposal plans for negotiating with retailers' buyers what commodities they should sell. For the electronic sales promotion tasks, a B-to-B EC system using mass customization technology has been developed. In this system, a standard sales promotion proposal plan is modified with customization rules for each retailer. The customization rules vary by the retailer's conditions. Furthermore, the effective lifetime of the customization rules is very short because of the appearance of new commodities and seasonal changes. Therefore, the rules should be generated automatically. The paper proposes a customization rule generation method from sales log data for mass customization technology. Customization **rules** determine the related commodities from a **target** retailers' conditions and an arbitrary commodities on the standard plan. In proposal method, these **rules** are generated based on correlative **probability** , existence **probability** , and reverse correlative **probability** according to the related commodities from order transactions. The related commodities for **target** customization **rules** become the addition commodities for personal sales promotion proposal plan. The proposed method has been applied to real log data in the wholesale industry. It is confirmed that the proposal plans from customization rules are efficient for sales promotion tasks. (5 Refs)
   Subfile: C
   Descriptors: electronic commerce; knowledge acquisition; probability; sales management
   Identifiers: automatic customization rule generation; electronic sales promotion; wholesale industry; mass customization technology; commodities; retailers; correlative probability; existence probability; order transactions
   Class Codes: C7170 (Marketing computing); C6170K (Knowledge engineering techniques); C7120 (Financial computing)

 13/5/6   (Item 6 from file: 2)
DIALOG(R)File   2:INSPEC
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6459892   INSPEC Abstract Number: C2000-02-7170-005
 Title: Learning to optimally schedule Internet banner advertisements
 Author(s): Abe, N.; Nakamura, A.

Author Affiliation: C&C Media Res. Labs., NEC Corp., Kawasaki, Japan
Conference Title: Machine Learning. Proceedings of the Sixteenth International Conference (ICML'99)   p.12-21
Editor(s): Bratko, I.; Dzeroski, S.
Publisher: Morgan Kaufmann, San Francisco, CA, USA
Publication Date: 1999 Country of Publication: USA   xii+525 pp.
ISBN: 1 55860 612 2   Material Identity Number: XX-1999-01726
Conference Title: Proceedings of ICML-99: Sixteenth International Conference on Machine Learning
Conference Date: 27-30 June 1999   Conference Location: Bled, Slovenia
Language: English   Document Type: Conference Paper (PA)
Treatment: Practical (P)

Abstract: We have developed a method which learns to schedule Internet banner advertisements so as to maximise the average click-through rate, while adhering to the requirements imposed by contracts with the advertisers such as a minimum guaranteed number of impressions. We focus on the problem of adaptively scheduling **advertisement display probabilities** as a function of a single attribute such as a search keyword. Our learning algorithm is based on an efficient solution of a special class of linear programming problems called the "transportation problem", and also embodies a number of measures to address the exploration-exploitation trade-off and an efficient attribute clustering method to help reduce the dimensionality. Our experimental results verify the advantage of our linear programming based approach, as well as the effect of various additional measures we incorporate into our method. (10 Refs)
Subfile: C
Descriptors: advertising data processing; Internet; learning (artificial intelligence); linear programming; scheduling
Identifiers: optimal scheduling; Internet banner advertisements; average click-through rate; contracts; minimum guaranteed impressions; adaptive scheduling; display probabilities; search keyword; learning algorithm; linear programming problems; transportation problem; exploration-exploitation trade-off; attribute clustering method; linear programming based approach
Class Codes: C7170 (Marketing computing); C7210N (Information networks); C1180 (Optimisation techniques); C6170K (Knowledge engineering techniques) ; C6150N (Distributed systems software)
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13/5/7   (Item 7 from file: 2)
DIALOG(R)File   2:INSPEC
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6454257   INSPEC Abstract Number: A2000-03-8770H-008, B2000-02-7520C-011
Title: **Photodynamic therapy with ultrafast lasers**
Author(s): Wachter, E.A.; Petersen, M.G.; Dees, H.C.
Author Affiliation: Photogen Inc., Knoxville, TN, USA
Journal: Proceedings of the SPIE - The International Society for Optical Engineering Conference Title: Proc. SPIE - Int. Soc. Opt. Eng. (USA) vol.3616   p.66-74
Publisher: SPIE-Int. Soc. Opt. Eng,
Publication Date: 1999 Country of Publication: USA
CODEN: PSISDG ISSN: 0277-786X
SICI: 0277-786X(1999)3616L.66:PTWU;1-5
Material Identity Number: C574-1999-204
U.S. Copyright Clearance Center Code: 0277-786X/99/$10.00
Conference Title: Commercial and Biomedical Applications of Ultrafast Lasers
Conference Sponsor: SPIE

Conference Date: 28-29 Jan. 1999   Conference Location: San Jose, CA, USA

Language: English   Document Type: Conference Paper (PA); Journal Paper (JP)

Treatment: Experimental (X)

Abstract: The photodynamic properties of several photosensitive compounds have been evaluated in vivo using simultaneous two-photon excitation (TPE) and multi-photon excitation (MPE). TPE and MPE are effected using a mode-locked laser, such as the mode-locked titanium:sapphire or Nd:YLF laser, the near infrared **output** of which allows direct **promotion** of various non-resonant transitions. Such lasers are exceptionally well suited for non- **linear** activation of exogenous or endogenous PDT agents in biological systems due to their extremely short pulse width, modest pulse energy, and high repetition rate; these features combine to effect efficient PDT activation with minimal potential for non-specific biological damage, improved spatial localization of activation, and enhanced depth of penetration. Results in several murine models are presented. (20 Refs)

Subfile: A B

Descriptors: laser applications in medicine; laser mode locking; lithium compounds; neodymium; photodynamic therapy; sapphire; solid lasers; titanium

Identifiers: photodynamic properties; photosensitive compounds; simultaneous two-photon excitation; multi-photon excitation; mode-locked Ti:sapphire laser; mode-locked Nd:YLF laser; near infrared output; nonresonant transitions; nonlinear activation; exogenous photodynamic therapy agents; endogenous photodynamic therapy agents; ultrafast lasers; biological systems; extremely short pulse width; modest pulse energy; high repetition rate; efficient photodynamic therapy activation; spatial localization; nonspecific biological damage; depth of penetration; murine models; YLF:Nd; Al_2O_3:Ti; $LiYF_4$:Nd

Class Codes: A8770H (Radiation therapy); A8760F (Optical and laser radiation (medical uses)); A4255R (Lasing action in other solids); A4260F (Laser beam modulation, pulsing and switching; mode locking and tuning); B7520C (Radiation therapy); B4360H (Biological and medical applications of lasers); B4320G (Solid lasers); B4330B (Laser beam modulation, pulsing and switching; mode locking and tuning)

Chemical Indexing:
$LiYF_4$:Nd ss - $LiYF_4$ ss - F4 ss - Li ss - Nd ss - F ss - Y ss - Nd el - Nd dop (Elements - 3,1,4)
Al_2O_3:Ti ss - Al_2O_3 ss - Al2 ss - Al ss - O3 ss - Ti ss - O ss - Al_2O_3 bin - Al2 bin - Al bin - O3 bin - O bin - Ti el - Ti dop (Elements - 2,1,3)

13/5/8   (Item 8 from file: 2)
DIALOG(R)File   2:INSPEC

6194792   INSPEC Abstract Number: A1999-08-0547-022
Title: A nonuniform cell partition for the analysis of nonlinear stochastic systems

Author(s): Sun, J.Q.
Author Affiliation: Dept. of Mech. Eng., Delaware Univ., Newark, DE, USA

Abstract: This paper presents a study of nonuniform cell partition for analyzing the response of nonlinear stochastic systems by using the generalized cell mapping (GCM) method. The necessity of nonuniform cell partition for **nonlinear** systems is discussed. First, an **ad** hoc scheme is then **presented** for determining optimal cell sizes based on the statistical analysis of the GCM method. The proposed nonuniform cell partition provides a roughly uniform accuracy for the estimate of the one-step transition probability density function over a large region in the state space where the system varies significantly from being linear to being strongly nonlinear. The nonuniform cell partition is shown to lead to more accurate steady-state solutions and enhance the computational efficiency of the GCM method. (12 Refs)
  Subfile: A
  Descriptors: nonlinear dynamical systems; statistical analysis; stochastic processes; stochastic systems
  Identifiers: nonuniform cell partition; nonlinear stochastic systems; generalized cell mapping method; nonlinear systems; ad hoc scheme; optimal cell sizes; statistical analysis; roughly uniform accuracy; one-step transition probability density function; state space; steady-state solutions; computational efficiency
  Class Codes: A0547 (Nonlinear dynamical systems and bifurcations); A0540 (Fluctuation phenomena, random processes, and Brownian motion); A0250 (Probability theory, stochastic processes, and statistics)

13/5/9   (Item 9 from file: 2)
 Title: **Ambipolar diffusion in star-forming clouds**
  Author(s): Hujeirat, A.
  Author Affiliation: Inst. fur Astron. und Astrophys., Wurzburg Univ., Germany
  Abstract: The dynamical collapse of a magnetically supported molecular cloud with ambipolar diffusion (hereafter AD) is numerically investigated. Each of the five cloud models considered here has a fixed mass of 1 M/sub (.)/, a prescribed outer boundary where the normal derivative of the total pressure vanishes. In these models, there is no dynamical collapse if **AD** is excluded. It is **shown** that owing to the strong non- **linearity** exhibiting the effective AD term, AD appears to be operating in different regions with completely different time scales. The models with AD undergo dynamical contraction on a dilute free-fall time scale (tau /sub ff/) ranging between 1.1-3.0 tau /sub ff/, depending on the ionization fraction in the cloud considered. It is shown that a shock is always formed at the center which thereafter propagates radially outwards into the high latitudinal regions leaving quasi magnetohydrostatic density profiles behind its shock front. If AD is present, these structures do not survive and start to collapse to form a central point mass surrounded by a highly

condensed disk-like configuration. Thus, AD is actually able to change the flow configuration on time scales comparable to fractions of tau /sub ff/. Furthermore, AD appears to give rise to an inside-outside collapse via a magnetosonic expansion wave which starts its motion from the center. (10 Refs)
  Subfile: A
  Descriptors: diffusion; gravitational collapse; interstellar magnetic fields; interstellar molecular clouds; magnetohydrodynamics; shock waves; star formation
  Identifiers: ambipolar diffusion; star-forming clouds; dynamical collapse ; magnetically supported molecular cloud; numerical investigation; cloud models; cloud mass; cloud outer boundary; dynamical contraction; dilute free-fall time scale; ionization fraction; shock; magnetohydrostatic density profiles; shock front; central point mass; disk-like configuration; inside-outside collapse; magnetosonic expansion wave
  Class Codes: A9840L (Star-forming regions); A9710B (Star formation); A9840B (Interstellar matter); A9840K (Reflection nebulae, dark clouds, and molecular clouds)
  Copyright 1998, FIZ Karlsruhe

13/5/10   (Item 10 from file: 2)
DIALOG(R)File   2:INSPEC
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5753430   INSPEC Abstract Number: C9712-6130M-049
  Title: Effective use of multimedia for presentations
  Author(s): Gorodetsky, A.; Haibin Yang; Heming Yang; Ming Rao
  Author Affiliation: Dept. of Chem. Eng., Alberta Univ., Edmonton, Alta., Canada
  Conference Title: 1997 IEEE International Conference on Systems, Man, and Cybernetics. Computational Cybernetics and Simulation (Cat. No.97CH36088-5) Part vol.3   p.2375-9 vol.3
  Publisher: IEEE, New York, NY, USA
  Publication Date: 1997 Country of Publication: USA   5 vol. 4535 pp.
  ISBN: 0 7803 4053 1   Material Identity Number: XX97-02539
  U.S. Copyright Clearance Center Code: 0 7803 4053 1/97/$10.00
  Conference Title: 1997 IEEE International Conference on Systems, Man, and Cybernetics. Computational Cybernetics and Simulation
  Conference Sponsor: Syst., Man, & Cybernetics Soc. IEEE
  Conference Date: 12-15 Oct. 1997   Conference Location: Orlando, FL, USA
  Language: English   Document Type: Conference Paper (PA)
  Treatment: Practical (P)
  Abstract: Currently, multimedia technology is widely used for business, education, and entertainment. This paper discusses the design of a multimedia presentation with a system named INTEMOR. The requirements for a multimedia presentation software package include still image and motion video output, sound output, sequential **presentation** format, **nonlinear presentation** format (hyperlink), **pop - up** text and **pop - up** image **display** , image map support, portability and CD-ROM support. The implementation of these requirements in INTEMOR is discussed in this paper. (2 Refs)
  Subfile: C
  Descriptors: business graphics; hypermedia; multimedia computing; software packages
  Identifiers: multimedia presentation; INTEMOR; software package; hypermedia intelligent system; real time system; still image; motion video; sound output; portability; CD-ROM support; pop-up text; pop-up image
  Class Codes: C6130M (Multimedia); C7100 (Business and administration); C6130B (Graphics techniques)
  Copyright 1997, IEE

13/5/11   (Item 11 from file: 2)

5704765   INSPEC Abstract Number: B9711-1160-001, C9711-5180-002
  Title: Multiple-state motion based on one-dimensional nonlinear map with a cascade AD and DA loop
  Author(s): Zhu, J.; Hayakawa, F.; Shono, K.
  Author Affiliation: Dept. of Electr. & Electron. Eng., Sophia Univ., Tokyo, Japan
  Conference Title: 1997 First International Conference on Knowledge-Based Intelligent Electronic Systems Proceedings, KES '97 (Cat. No.97TH8250)
Part vol.2   p.396-400 vol.2
  Editor(s): Jain, L.C.
  Publisher: IEEE, New York, NY, USA
  Publication Date: 1997   Country of Publication: USA   2 vol. 697 pp.
  ISBN: 0 7803 3755 7   Material Identity Number: XX97-02266
  U.S. Copyright Clearance Center Code: 0 7803 3755 7/97/$5.00
  Conference Title: Proceedings of 1st International Conference on Conventional and Knowledge Based Intelligent Electronic Systems. KES '97
  Conference Date: 21-23 May 1997   Conference Location: Adelaide, SA, Australia
  Language: English   Document Type: Conference Paper (PA)
  Treatment: Theoretical (T)
  Abstract: The multiple-state motion (MSM) generated in **nonlinear** mapping with a cascade **AD** and DA loop is **presented** in this paper. It is ascertained that a non-uniform density quantization on the input and output of the map function makes those mapping states degenerate and MSM with a large number of states practicable. Nonlinear quantization in accordance with the characteristics of the applied map is utilized to acquire the MSM of more states. As one of the applications employing MSM, a high-radix adder is introduced to describe the possibilities of the hidden power of MSM application in multiple-valued logic (MVL) calculation. (9 Refs)
  Subfile: B C
  Descriptors: adders; cascade systems; chaos; digital-analogue conversion; multivalued logic; multivalued logic circuits; nonlinear dynamical systems; nonlinear network analysis; quantisation (signal)
  Identifiers: multiple-state motion; 1D nonlinear map; cascade AD/DA loop; analogue-digital conversion; digital-analogue conversion; nonuniform density quantization; degenerate mapping states; nonlinear quantization; high-radix adder; multiple-valued logic calculation; chaos
  Class Codes: B1160 (Nonlinear network analysis and design); B1265H (A/D and D/A convertors); B1265B (Logic circuits); C5180 (A/D and D/A convertors); C5120 (Logic and switching circuits)
  Copyright 1997, IEE

13/5/12   (Item 12 from file: 2)

5565601   INSPEC Abstract Number: B9706-6140-036, C9706-1260-022
  Title: Sorting methods for estimating the number of emitters and their parameters
  Author(s): Kenefic, R.
  Author Affiliation: Magnavox Electron. Syst. Co., Fort Wayne, IN, USA
  Conference Title: Proceedings of the 1996 Tactical Communications Conference. Ensuring Joint Force Superiority in the Information Age (Cat.

No.96TH8214)   p.523-31
  Abstract: The current literature contains many algorithms for
determination of the number of emitters and their parameters when the
emitter signals are all present over the observation period of the
receiver. In the problem considered, emissions are of short duration, and
interference between emissions at the receiver is a rare event. The
receiver estimates the angle, frequency, amplitude, and time of arrival for
each emission assuming that no other emissions are present. These estimates
are then collected for some time interval and passed to a sorting method
that estimates the number of emitters and the parameters associated with
each. Two methods are **presented** . These methods are **ad** -hoc, although the
3D method resembles the Parzen with a normal kernel for estimating a
 probability density function and the maximum a posteriori method for
estimating the parameters. The 2D method is a modification to the 3D that
trades off performance for speed of execution. Both methods were evaluated
using over 100 data sets. The data varies from sparse, containing 50 or
less hits over the collection interval, to dense, with over 1000 hits. In
sparse environments both methods produce about the same emitter reports. In
dense environments, the 2D method sometimes misses emitters that the 3D
method detects. (5 Refs)
  Subfile: B C
  Descriptors: amplitude estimation; direction-of-arrival estimation;
frequency estimation; interference (signal); probability; signal detection;
sorting
  Identifiers: sorting methods; emitters estimation; parameter estimation;
receiver observation period; short duration emissions; interference; angle
estimation; frequency estimation; amplitude estimation; time of arrival; 3D
method; probability density function; maximum a posteriori method; 2D
method; execution speed; performance; sparse environments; dense
environments
  Class Codes: B6140 (Signal processing and detection); B0240Z (Other
topics in statistics); C1260 (Information theory); C1140Z (Other topics in
statistics); C1220 (Simulation, modelling and identification)

13/5/13   (Item 13 from file: 2)

5555671   INSPEC Abstract Number: C9705-7250R-017
 Title: Application of probabilistic methods to Chinese text retrieval
  Author(s): Xiangji Huang; Robertson, S.E.
  Author Affiliation: Dept. of Inf. Sci., City Univ., London, UK

Language: English   Document Type: Journal Paper (JP)
    Treatment: Practical (P)
    Abstract: The use of text retrieval methods based on the probabilistic
model with Chinese language material is discussed. Since Chinese text has
no natural word boundaries, we must either apply a dictionary-based word
segmentation method to the text, or index and search in terms of single
Chinese characters. In either case, it becomes important to have a good way
of   dealing   with phrases or contiguous strings of characters; the
probabilistic model does not at **present** have such a facility. Some **ad**
hoc modifications of the **probabilistic** weighting function and matching
method are proposed for this purpose. (6 Refs)
    Subfile: C
    Descriptors: indexing; information retrieval
    Identifiers: probabilistic methods; Chinese text retrieval; Chinese
language material; dictionary-based word segmentation; phrases; contiguous
strings; probabilistic weighting function; matching method
    Class Codes: C7250R (Information retrieval techniques); C7240 (
Information analysis and indexing)
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13/5/14   (Item 14 from file: 2)
DIALOG(R)File   2:INSPEC
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5151749   INSPEC Abstract Number: A9603-6845-040
    Title: **Molecular-orbital   study   of   Li   and   LiOH adsorbed on a Cu(001)**
surface
    Author(s): Sakai, Y.; Miyoshi, E.; Katsuki, S.
    Author Affiliation: Fac. of Eng., Kyushu Univ., Fukuoka, Japan
    Journal: Physical Review B (Condensed Matter)   vol.52, no.19   p.
14150-8
    Publisher: AIP for APS,
    Publication Date: 15 Nov. 1995 Country of Publication: USA
    CODEN: PRBMDO ISSN: 0163-1829
    SICI: 0163-1829(19951115)52:19L.14150:MOSL;1-V
    Material Identity Number: P279-95048
    U.S. Copyright Clearance Center Code: 0163-1829/95/52(19)/14150(9)/$6.00
    Language: English   Document Type: Journal Paper (JP)
    Treatment: Theoretical (T)
    Abstract: Hartree-Fock and configuration-interaction calculations were
performed for Cu/sub 4/Li and Cu/sub 4/LiOH clusters to investigate the
mechanism of the interaction of Li with the Cu(001) surface and of the
formation of linear LiOH compounds on Cu(001). The charge-transfer-type
/sup 2/E state is the ground state for Cu/sub 4/Li. The calculated
Li-surface distance of 2.01 AA and vibrational frequency of 309 cm/sup -1/
agree well with the experimental values. Cu/sub 4/Li also shows a
non-charge-transfer-type /sup 3/A/sub 2/ state, which is energetically very
close to the /sup 2/E state. The adsorption energy (E/sub ad/) was
calculated to be 2.32 eV for Cu/sub 4/Li (/sup 2/E). Consideration of the
3d-correlation effect is indispensable for calculating E/sub **ad** /. Cu/sub
4/LiOH **shows** a stable state in which a **linear** LiOH is weakly bound to
Cu/sub 4/. The vibrational frequency of Li normal to the surface decreases
from 309 cm/sup -1/ (Cu/sub 4/Li) to 85 cm/sup -1/(Cu/sub 4/LiOH). The
present calculations support the experimental finding by Tochihara and
co-workers (1992,1993) that a linear LiOH is formed on the surface when
H/sub 2/O interacts with the Li adatom on Cu(001) at low coverage. We also
performed calculations for a larger Cu/sub 13/Li cluster, and the results
were similar to those using the small cluster of Cu/sub 4/Li. (34 Refs)
    Subfile: A
    Descriptors: adsorption; copper; HF calculations; lithium; lithium

compounds; surface phonons
   Identifiers: Cu(001); configuration-interaction calculations;
Hartree-Fock calculations; Cu/sub 4/Li clusters; Cu/sub 4/LiOH clusters;
linear LiOH compounds; charge-transfer-type /sup 2/E state; Li-surface
distance; vibrational frequency; noncharge-transfer-type /sup 3/A/sub 2/
state; adsorption energy; 3d-correlation effect; molecular orbital study;
Cu; LiOH; Li
   Class Codes: A6845D (Evaporation and condensation; interface adsorption
and desorption kinetics); A6830 (Dynamics of solid surfaces and interface
vibrations)
   Chemical Indexing:
   Cu sur - Cu el (Elements - 1)
   LiOH ads - Li ads - OH ads - H ads - O ads - LiOH ss - Li ss - OH ss - H
ss - O ss (Elements - 3)
   Li ads - Li el (Elements - 1)
   Copyright 1996, IEE

   13/5/15   (Item 15 from file: 2)
DIALOG(R)File   2:INSPEC
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5080602   INSPEC Abstract Number: C9511-3360L-094
 Title: Stability of the nonlinear motions of a satellite
   Author(s): Chattergy, R.
   Author Affiliation: Hawaii Univ., Honolulu, HI, USA
   Conference Title: Proceedings of the 1995 American Control Conference
(IEEE Cat. No.95CH35736)   Part vol.5   p.3620-1 vol.5
   Publisher: American Autom Control Council, Evanston, IL, USA
   Publication Date: 1995 Country of Publication: USA   6 vol.lxxii+4483
pp.
   ISBN: 0 7803 2445 5
   Conference Title: Proceedings of 1995 American Control Conference -
ACC'95
   Conference Sponsor: American Autom. Control Council; US. Nat. Member
Organ. IFAC
   Conference Date: 21-23 June 1995   Conference Location: Seattle, WA, USA
   Language: English   Document Type: Conference Paper (PA)
   Treatment: Theoretical (T)
   Abstract: The libration of an extensible dumbbell satellite in a circular
Earth orbit is given by a pair of nonlinear second-order ordinary
differential equations. Stability of the paths about the origin of the
phase space is analyzed by Lyapunov's indirect method. It is also **shown**
that **ad** hoc assumptions commonly used to transform the **nonlinear**
equations into **linear** equations do not produce reliable stability
criterion for libration. (4 Refs)
   Subfile: C
   Descriptors: aerospace control; artificial satellites; Lyapunov methods;
motion control; nonlinear differential equations; phase space methods;
stability
   Identifiers: artificial satellite; nonlinear motions; extensible dumbbell
satellite; circular Earth orbit; nonlinear second-order differential
equations; stability; phase space; Lyapunov indirect method; libration
   Class Codes: C3360L (Aerospace control); C1320 (Stability in control
theory); C1120 (Mathematical analysis); C1310 (Control system analysis
and synthesis methods)
   Copyright 1995, IEE

   13/5/16   (Item 16 from file: 2)
DIALOG(R)File   2:INSPEC

4592797   INSPEC Abstract Number: B9403-6250F-039
 Title: Channel cost of mobility
  Author(s): Foschini, G.J.; Gopinath, B.; Miljanic, Z.
  Author Affiliation: AT&T Bell Labs., Holmdel, NJ, USA
  Journal: IEEE Transactions on Vehicular Technology   vol.42, no.4   p. 414-24
  Publication Date: Nov. 1993 Country of Publication: USA
  CODEN: ITVTAB ISSN: 0018-9545
  U.S. Copyright Clearance Center Code: 0018-9545/93/$03.00
  Language: English   Document Type: Journal Paper (JP)
  Treatment: Theoretical (T)

  Abstract: The authors analyze, for mobile **users** in regular cellular arrays, the **probability** that a call is blocked from accessing a channel (when originating or when attempting to hand off during an active **user**'s sojourn). This **probability**, p, is studied as a function of the originating call load, in Erlangs per cell, with the number of channels and **user** mobility treated as **parameters**. Using simulation, the authors demonstrate that a simple ad hoc Erlang-B formula, based on an equivalent traffic load, gives an excellent approximation to p. The approximation is good regardless of the nature of the **user** motion or whether the cellular arrays are **linear** or planar. By the "cost of mobility" the authors mean the additional channels (in percent) that are needed to meet a required p because the **user** is mobile. Using the **ad** hoc formula, they **show** that the cost of mobility is generally minor, becoming appreciable only for high mobility coupled with low traffic loads. Two of the high-mobility examples consider 105-kmph user movement with only 200 m traversed per cell. Calls are assumed to have a one-minute mean holding time, and the value of p is required to be 1%. For a traffic load of 50 Erlangs per cell, about 10% more channels are needed with mobility than when there is no mobility. In the second example, with only 3 Erlangs per cell, the extra channels needed increase to 25%. (7 Refs)
  Subfile: B
  Descriptors: cellular radio; telecommunication channels; telecommunication traffic
  Identifiers: mobile users; regular cellular arrays; call blocking probability; channels number; user mobility; Erlang-B formula; holding time ; traffic load
  Class Codes: B6250F (Mobile radio systems); B6150 (Communication system theory)

   13/5/17   (Item 17 from file: 2)
DIALOG(R)File   2:INSPEC

04283570   INSPEC Abstract Number: A9301-8750G-002
   Title: Hepatocyte response to continuous low dose-rate radiation in radioimmunotherapy assessed by micronucleus assay
  Author(s): Sakahara, H.; Ono, K.; Saga, T.; Akuta, K.; Endo, K.; Konishi, J.; Abe, M.
  Author Affiliation: Dept. of Nucl. Med., Kyoto Univ. Hospital, Japan
  Journal: International Journal of Radiation Biology   vol.62, no.4   p. 443-8
  Publication Date: Oct. 1992 Country of Publication: UK
  CODEN: IJRBA3 ISSN: 0020-7616
  U.S. Copyright Clearance Center Code: 0020-7616/92/$3.00
  Language: English   Document Type: Journal Paper (JP)
  Treatment: Experimental (X)

Abstract: The response of hepatocytes to low dose-rate irradiation was examined in mice following the injection of radiolabelled monoclonal antibody. Mice were injected intravenously with an /sup 131/I-labelled monoclonal antibody 196-14 which recognizes CA125 antigen, and the effect of continuous low dose-rate irradiation on hepatocytes was assessed using the micronucleus assay. The frequency of micronuclei increased in a dose-dependent fashion, but it was lower than the frequency induced by conventional external X-rays which was determined immediately after the irradiation. A **linear** quadratic model (micronucleus frequency= **aD** +bD/sup 2/+c) **showed** that the value of b decreased with low dose-rate irradiation from the radiolabelled antibody. It is concluded that the micronucleus assay is useful for the evaluation of the response of hepatocytes to irradiation in radioimmunotherapy. (23 Refs)
   Subfile: A
   Descriptors: biological effects of ionising radiation; cellular effects of radiation; liver
   Identifiers: hepatocyte response; cellular radiobiology; continuous low dose-rate radiation; radioimmunotherapy; micronucleus assay; /sup 131/I-labelled monoclonal antibody; linear quadratic model; micronucleus frequency
   Class Codes: A8750G (Ionizing radiations (UV, X-ray, gamma-ray; particle radiation effects)); A8725F (Physics of subcellular structures)

13/5/18   (Item 18 from file: 2)
DIALOG(R)File   2:INSPEC
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04263861   INSPEC Abstract Number: A9223-7340G-004
   Title: Large enhancement of transmission probability in nonequilibrium time evolution quantum mechanics
   Author(s): Casero, R.; Serena, P.A.; Garcia, N.
   Author Affiliation: Dept. de Fisica de la Mater. Condensada, Univ. Autonoma de Madrid, Spain
   Journal: Ultramicroscopy   vol.42-44, pt.A   p.134-9
   Publication Date: July 1992 Country of Publication: Netherlands
   CODEN: ULTRD6 ISSN: 0304-3991
   U.S. Copyright Clearance Center Code: 0304-3991/92/$05.00
   Conference Title: 10 Years of STM. 6th International Conference on Scanning Tunneling Microscopy
   Conference Sponsor: Board of Swiss Federal Inst. Technol.; IBM; Swiss Nat. Sci. Found.; Univ. Basel; et al
   Conference Date: 12-16 Aug. 1991   Conference Location: Interlaken, Switzerland
   Language: English   Document Type: Conference Paper (PA); Journal Paper (JP)
   Treatment: Theoretical (T)
   Abstract: There are situations in which the stationary tunneling probability for particles between two electrodes is almost zero. This happens when the length or the height of the barrier tends to infinity. However, when some parts of the potential seen by the particles are changed, the nonequilibrium time evolution transmission probability for the same barrier can be large/observable even if the tunnel barrier does not change. The authors discuss this problem of nonequilibrium time evolution transmission **probability** . It is **shown** that the **promotion** of nonstationary states can result in a large increase of the transmitted current. In particular they study the case of the time evolution of a free electron gas, bounded in a finite region, under the effect of an external time-dependent potential. Nonequilibrium tunneling also enhances the reactions in double well systems with low reaction rate and the STM current, especially when coming from localized surface states. (7 Refs)

Subfile: A
Descriptors: electron gas; quantum theory; scanning tunnelling microscopy
; surface electron states; tunnelling
Identifiers: transmission probability; nonequilibrium time evolution
quantum mechanics; stationary tunneling probability; particles; electrodes;
potential; nonstationary states; transmitted current; free electron gas;
external time-dependent potential; double well systems; low reaction rate;
STM current; localized surface states
Class Codes: A7340G (Tunnelling: general); A6116P (Scanning tunnelling
microscopy and related techniques); A7320A (Surface states, band structure,
electron density of states)

13/5/19   (Item 19 from file: 2)

4174902   INSPEC Abstract Number: B9208-6140C-017, C9208-1250-012
Title: Neural network aided design for image processing
Author(s): Vitsnudel, I.; Ginosar, R.; Zeevi, Y.
Author Affiliation: Dept. of Electr. Eng., Technion-Israel Inst. of
Technol., Haifa, Israel
Journal: Proceedings of the SPIE - The International Society for Optical
Engineering Conference Title: Proc. SPIE - Int. Soc. Opt. Eng. (USA)
vol.1606, pt.1   p.1086-91
Publication Date: 1991 Country of Publication: USA
CODEN: PSISDG ISSN: 0277-786X
Material Identity Number: C574-91200
U.S. Copyright Clearance Center Code: 0277-786X/91/$4.00
Conference Title: Visual Communications and Image Processing `91: Image
Processing
Conference Sponsor: SPIE
Conference Date: 11-13 Nov. 1991   Conference Location: Boston, MA, USA
Language: English   Document Type: Conference Paper (PA); Journal Paper
(JP)
Treatment: Applications (A); Practical (P); Theoretical (T)

Abstract: Neural Network-Aided Design (NN-AD) is a hierarchical approach
consisting of several concatenated stages of visual information processing
which are designed by training neural networks. Thus, NN-AD can be viewed
as a general tool for the design of special filters in accordance with the
specific task of image processing under consideration. The **nonlinear**
filters are formatted by a supervised presentation of a proper set of
input- **output** patterns. The principles of NN- **AD** design are illustrated
by examples of edge detection with subpixel resolution and of orientational
processing for edge enhancement. The proposed approach is found to be very
robust with regard to various types of errors. (8 Refs)
Subfile: B C
Descriptors: CAD; computerised picture processing; neural nets
Identifiers: image processing; Neural Network-Aided Design; hierarchical
approach; concatenated stages; visual information processing; training;
design of special filters; nonlinear filters; edge detection; orientational
processing; edge enhancement; errors
Class Codes: B6140C (Optical information, image and video signal
processing); B1295 (Neural nets (circuit implementations)); C1250 (
Pattern recognition); C5290 (Neural computing techniques); C5260B (
Computer vision and image processing techniques); C1230D (Neural nets)

13/5/20   (Item 20 from file: 2)

04038985 INSPEC Abstract Number: C9201-1330-034
 Title: Mixed L/sub 2/ and L/sub infinity / problems by weight selection in quadratic optimal control
   Author(s): Zhu, G.; Skelton, R.
   Author Affiliation: Purdue Univ., West Lafayette, IN, USA
   Conference Title: Proceedings of the 29th IEEE Conference on Decision and Control (Cat. No.90CH2917-3)   p.2306-11 vol.4
   Publisher: IEEE, New York, NY, USA
   Publication Date: 1990 Country of Publication: USA   6 vol. 3671 pp.
   U.S. Copyright Clearance Center Code: CH2917-3/90/0000-2306$01.00
   Conference Sponsor: IEEE
   Conference Date: 5-7 Dec. 1990   Conference Location: Honolulu, HI, USA
   Language: English   Document Type: Conference Paper (PA)
   Treatment: Theoretical (T)

   Abstract: In an attempt to achieve more realistic control objectives, the **weighting** matrices in the standard LQI (**linear** quadratic impulse) problem are usually chosen by the designer in an **ad** hoc manner. The authors **show** several optimal control design problems that minimize a quadratic function of the control vector subject to multiple inequality constraints on the output L/sub 2/ norms, L/sub infinity / norms, covariance matrix, and maximum singular value of the output covariance matrix. The solutions of all four of these problems reduce to standard LQI control problems with different choices of weights. It is shown how to construct these different weights. The practical significance of these results in that many robustness properties relate directly to these four entities. Hence the given control design algorithm delivers a specified degree of robustness to both **parameter** errors and disturbances. The results are presented in the deterministic terms of the LQI controller for the continuous and discrete systems problem, rather than the stochastic LQG (**linear** quadratic Gaussian). The results are easily transferable to LQG. (8 Refs)
   Subfile: C
   Descriptors: control system synthesis; matrix algebra; optimal control
   Identifiers: linear quadratic impulse controller; L/sub 2/; L/sub infinity /; weight selection; quadratic optimal control; covariance matrix; maximum singular value; control design; robustness
   Class Codes: C1330 (Optimal control); C1110 (Algebra); C1310 (Analysis and synthesis methods)

   13/5/21   (Item 21 from file: 2)
DIALOG(R)File   2:INSPEC

03995226   INSPEC Abstract Number: B91073244
   Title: Measurement method for non-linear network using higher order sampling AD conversion
   Author(s): Ueno, T.; Ikeuchi, F.
   Author Affiliation: Production Eng. Res. Lab., Hitachi Ltd., Yokohama, Japan
   Journal: Transactions of the Institute of Electronics, Information and Communication Engineers C-I   vol.J74C-I, no.6   p.214-21
   Publication Date: June 1991 Country of Publication: Japan
   CODEN: DTRCEP
   Language: Japanese   Document Type: Journal Paper (JP)
   Treatment: New Developments (N); Practical (P); Experimental (X)
   Abstract: A new S-parameter measurement method for non- **linear** network at several GHz using higher order sampling **AD** conversion is **presented** . This method is based on digital signal processing with digitized waveform

that is higher order sampled. It can measure harmonic distortion and vector ratio from digitized waveform using fast Fourier transforms. An induced noise caused by phase noise of the sampling frequency generator at high frequency is cleared. Experimental results revealed the method to be a good tool for analyzing non-linear behavior of high frequency amplifiers. (8 Refs)

Subfile: B
Descriptors: analogue-digital conversion; computerised signal processing; electric distortion measurement; microwave amplifiers; microwave circuits; microwave measurement; nonlinear network analysis; S-parameters; waveform analysis
Identifiers: nonlinear network; high order sampling A/D conversion; microwave networks; S-parameter measurement method; digital signal processing; digitized waveform; harmonic distortion; vector ratio; fast Fourier transforms; induced noise; high frequency amplifiers
Class Codes: B7310N (Microwave techniques); B7310Z (Other electric variables); B1160 (Nonlinear network analysis and design); B1350 (Microwave circuits and devices); B7220 (Signal processing and conditioning equipment and techniques)

13/5/22   (Item 22 from file: 2)
DIALOG(R)File   2:INSPEC

03926978   INSPEC Abstract Number: C91045663
Title: The constrained Lyapunov problem applied to the case of a linear **plant with an** ad **hoc** linear output **feedback nominal stabilizing controller**
Author(s): Wilson, T.A.; Blackwell, C.C.
Author Affiliation: LTV Missiles & Electron. Group, Dallas, TX, USA
Conference Title: Proceedings of the 1990 American Control Conference (IEEE Cat. No.90CH2896-9)   p.3044-5 vol.3
Publisher: American Autom. Control Council, Green Valley, AZ, USA
Publication Date: 1990 Country of Publication: USA   3 vol. iv+3122 pp.
Conference Sponsor: American Autom. Control Council
Conference Date: 23-25 May 1990   Conference Location: San Diego, CA, USA
Availability: IEEE Service Center, 445 Hoes Lane, Piscataway, NY, USA
Language: English   Document Type: Conference Paper (PA)
Treatment: Theoretical (T)
Abstract: Given a stabilizing linear output feedback control for a given linear system, the authors shown how to determine if the candidate control is consistent with the constrained Lyapunov problem; i.e. the chosen output feedback can be obtained by the proper choice of a Lyapunov function for the stabilized system. Necessary and sufficient conditions are stated. A solution procedure is developed, and an illustrative example is provided. (6 Refs)
Subfile: C
Descriptors: feedback; linear systems; Lyapunov methods; stability
Identifiers: constrained Lyapunov problem; linear plant; **ad** hoc **linear output** feedback nominal stabilizing controller; candidate control
Class Codes: C1320 (Stability)

13/5/23   (Item 23 from file: 2)
DIALOG(R)File   2:INSPEC

03896101   INSPEC Abstract Number: B91037938
Title: Nonlinear electrodynamic theory of a traveling-wave amplifier on a

distributed avalanche diode
   Author(s): Mikhailov, G.B.
   Journal: Izvestiya Vysshikh Uchebnykh Zavedenii, Radiofizika   vol.33,
no.4   p.497-505
   Publication Date: April 1990   Country of Publication: USSR
   CODEN: IVYRAY   ISSN: 0021-3462
   Translated in: Radiophysics and Quantum Electronics   vol.33, no.4   p.
371-8
   Publication Date: April 1990   Country of Publication: USA
   CODEN: RPQEAC   ISSN: 0033-8443
   U.S. Copyright Clearance Center Code: 0033-8443/90/3304-0371$12.50
   Language: English   Document Type: Journal Paper (JP)
   Treatment: Theoretical (T)

   Abstract: A complete analysis of the wave interactions in a distributed
avalanche diode (**AD**) is **presented** . The basic **nonlinear** effects in an
avalanche   diode   amplifier   are   identified: generation   of   sub-   and
superharmonics, saturation of the wave amplitude, and change of the sign of
the gain of the subharmonic in the field of the fundamental wave. The
mechanisms of amplification in an AD-amplifier are compared with those in a
distributed Gunn diode. (10 Refs)
   Subfile: B
   Descriptors: avalanche diodes; electrodynamics; microwave amplifiers;
solid-state microwave devices
   Identifiers: nonlinear electrodynamic theory; subharmonics generation;
superharmonics generation; wave amplitude saturation; EM wave propagation;
traveling-wave amplifier; distributed avalanche diode; wave interactions;
avalanche diode amplifier; fundamental wave; amplification; distributed
: Gunn diode
   Class Codes: B1350F (Solid-state circuits and devices); B1220 (
Amplifiers); B2560H (Junction and barrier diodes)

   13/5/24   (Item 24 from file: 2)
DIALOG(R)File   2:INSPEC
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03825313   INSPEC Abstract Number: B91018591
   Title: Constructions and bounds for systematic tEC/AUED codes
   Author(s): Boinck, F.J.H.; Van Tilborg, H.C.A.
   Author Affiliation: Dept. of Math. & Comput. Sci., Eindhoven Univ. of
Technol., Netherlands
   Journal: IEEE Transactions on Information Theory   vol.36, no.6   p.
1381-90
   Publication Date: Nov. 1990 Country of Publication: USA
   CODEN: IETTAW   ISSN: 0018-9448
   U.S. Copyright Clearance Center Code: 0018-9448/90/1100-1381$01.00
   Language: English   Document Type: Journal Paper (JP)
   Treatment: Theoretical (T)

   Abstract: Several   methods   of   constructing   systematic   t-error
correcting/all unidirectional error-detecting codes are described. These
codes can be constructed by adding a tail to a **linear** t-error correcting
code, but other constructions **presented** are more of an **ad** hoc nature.
These codes will often be found as suitably chosen subsets of nonsystematic
tEC/AUED codes. Further bounds on the word length of systematic tEC/AUED
codes are derived, and extensive tables are given. (20 Refs)
   Subfile: B
   Descriptors: error correction codes; error detection codes
   Identifiers: bounds; systematic tEC/AUED codes; systematic t-error
correcting/all unidirectional error-detecting codes; constructions; word
length
   Class Codes: B6120B (Codes)

13/5/25   (Item 25 from file: 2)
DIALOG(R)File   2:INSPEC

03719070   INSPEC Abstract Number: B90064666, C90057097
 Title: Viceo compression for manned space missions
  Author(s): Viola, R.; Chiariglione, L.; Russo, R.
  Author Affiliation: European Space Agency, Noordwijk, Netherlands
  Conference Title: GLOBECOM '89. IEEE Global Telecommunications Conference
and Exhibition. Communications Technology for the 1990s and Beyond (Cat.
No.89CH2682-3)   p.250-4 vol.1
  Publisher: IEEE, New York, NY, USA
  Publication Date: 1989 Country of Publication: USA   3 vol. xxxii+1975
pp.
  U.S. Copyright Clearance Center Code: CH2682-3/89/0000-0250$01.00
  Conference Sponsor: IEEE
  Conference Date: 27-30 Nov. 1989   Conference Location: Dallas, TX, USA
  Language: English   Document Type: Conference Paper (PA)
  Treatment: Practical (P)
  Abstract: A complete design solution for transmitting video compressed
images from orbiting spacecraft is presented. The design drives were
maximum flexibility and minimization of equipment weight, power, and
dimensions.   The video multiplexing system is designed to maintain
asynchronous access to the link while preserving an internally synchronous
structure. Reed-Solomon codes are used to obtain a practically error-free
system with low overhead. Coder and decoder are able to work
asynchronously. The selected coding algorithm is DCT based and allows a
variable bit rate from 64 to 2048 kbit/s and also transmission of fixed
images with full resolution. The presented design results **show** that only
by developing **ad** hoc VLSI chips can the severe constraints for mass and
power consumption of the **flight** hardware be met. (8 Refs)
  Subfile: B C
  Descriptors: application specific integrated circuits; codecs;
computerised picture processing; data compression; error correction codes;
multiplexing equipment; space communication links
  Identifiers: DCT coding; ASIC; codecs; manned space missions; video
compressed images; video multiplexing system; asynchronous access;
Reed-Solomon codes; 64 to 2048 kbit/s
  Class Codes: B6250H (Space communication systems); B6220 (Stations and
equipment); B6140C (Optical information processing); C5260B (Computer
vision and picture processing)
  Numerical Indexing: bit rate 6.4E+04 to 2.048E+06 bit/s

13/5/26   (Item 26 from file: 2)
DIALOG(R)File   2:INSPEC

03543080   INSPEC Abstract Number: A90021349
 **Title: In situ infrared spectroelectrochemical studies of cyanide adsorbed
on platinum and palladium**
  Author(s): Ashley, K.; Lazaga, M.; Samant, M.G.; Seki, H.; Philpott, M.R.
  Author Affiliation: Dept. of Chem., San Jose State Univ., CA, USA
  Journal: Surface Science   vol.219, no.3   p.L590-4
  Publication Date: Sept. 1989 Country of Publication: Netherlands
  CODEN: SUSCAS ISSN: 0039-6028
  U.S. Copyright Clearance Center Code: 0039-6028/89/$03.50
  Language: English   Document Type: Journal Paper (JP)
  Treatment: Experimental (X)

Abstract: In situ FTIR difference spectra of adsorbed cyanide on polished platinum and palladium electrodes in perchlorate media are **presented** . A **linear** CN/sub **ads** //sup -/ moiety is observed on Pt, while on Pd four surface cyanide species are seen: **linear** and bridge-bound CN/sub ads//sup -/, as well as two surface Pd-CN films. (16 Refs)
Subfile: A
Descriptors: adsorbed layers; carbon compounds; electrochemical electrodes; Fourier transform spectra; infrared spectra of diatomic inorganic molecules; palladium; platinum
Identifiers: perchlorate electrolyte; ClO/sub 4//sup -/; adsorption; electrochemical study; IR spectra; thin films; in situ FTIR difference spectra; spectroelectrochemical studies; Pd-CN; Pd; Pt; NaClO/sub 4/; CN/sup -/ moiety; Pt
Class Codes: A6845B (Sorption equilibrium); A8245 (Electrochemistry and electrophoresis); A7865J (Nonmetals)
Chemical Indexing:
Pd sur - Pd el (Elements - 1)
Pt sur - Pt el (Elements - 1)
NaClO4 int - Cl int - Na int - O4 int - O int - NaClO4 ss - Cl ss - Na ss - O4 ss - O ss (Elements - 3)
CN ads - C ads - N ads - CN bin - C bin - N bin (Elements - 2)
Pt int - Pt el (Elements - 1)
Pd-CN int - CN int - Pd int - C int - N int - CN bin - C bin - N bin - Pd el (Elements - 1,2,3)

13/5/27 **(Item 27 from file: 2)**
DIALOG(R)File 2:INSPEC

03340212 INSPEC Abstract Number: B89026032
Title: Causal probability model for transoceanic track separations with applications to automatic dependent surveillance
Author(s): Rome, J.H.; Krishnan, V.
Author Affiliation: Dept. of Electr. Eng., Lowell Univ., MA, USA
Conference Title: IEEE PLANS '88 Position Location and Navigation Symposium Record - 'Navigation into the 21st Century' (IEEE Cat. No.88CH2675-7) p.353-65
Publisher: IEEE, New York, NY, USA
Publication Date: 1988 Country of Publication: USA 559 pp.
U.S. Copyright Clearance Center Code: CH2675-7/88/0000-0353$01.00
Conference Sponsor: IEEE
Conference Date: 29 Nov.-2 Dec. 1988 Conference Location: Orlando, FL, USA
Language: English Document Type: Conference Paper (PA)
Treatment: Applications (A); Theoretical (T)
Abstract: With the advent of automatic dependent surveillance (ADS), a detailed model of aircraft crosstrack deviations is required to determine the impact of **ADS** . The authors **present** a suitable **probability** model which is amenable to extrapolation. Normal navigation, degradation, pilot blunders, and failures are characterized by Gaussian density functions with associated standard deviations defined by the physics of the event. The overall model is a weighted sum of these Gaussian error probabilities. Overlap and encroachment probabilities are derived, and the impact of ADS on this model determined. It is shown that, by using the simplest form of ADS, the separation standards can be reduced and in addition, by transmitting a figure of merit (FOM) providing information on failures and degradations, the separation standards can be further reduced. The results suggest an improvement by a factor of two over current separation standards. (8 Refs)
Subfile: B

Descriptors: aircraft instrumentation; error statistics; navigation; probability; radar theory; tracking

Identifiers: causal probability model; transoceanic track separations; automatic dependent surveillance; aircraft crosstrack deviations; navigation; degradation; pilot blunders; failures; Gaussian density functions; error probabilities

Class Codes: B6310 (Radar theory); B0240Z (Other and miscellaneous); B7630 (Avionic systems and instrumentation)

13/5/28   (Item 28 from file: 2)

03001687   INSPEC Abstract Number: C87063123
   Title: Distributed algorithms for the computation of noncooperative equilibria
   Author(s): Li, S.; Basars, T.
   Author Affiliation: Decision & Control Lab., Illinois Univ., Urbana, IL, USA
   Abstract: A general class of nonquadratic convex Nash games is studied, from the points of **view** of existence, stability **ad** iterative computation of noncooperative equilibria. Conditions for contraction of general **nonlinear** operators are obtained, which are then used in the stability study of such games. These lead to existence and uniqueness conditions for stable Nash equilibrium solutions, under both global and local analysis. Also convergence of an algorithm which employs inaccurate search techniques is verified. It is shown in the context of a fish war example that the algorithm given is in some aspects superior to various algorithms found in the literature, and is furthermore more meaningful for real world implementation. (16 Refs)
   Subfile: C
   Descriptors: convergence of numerical methods; game theory; iterative methods
   Identifiers: game theory; iterative methods; global analysis; distributed algorithms; noncooperative equilibria; nonquadratic convex Nash games; existence; stability; iterative computation; uniqueness conditions; stable Nash equilibrium solutions; local analysis; convergence; inaccurate search techniques; fish war
   Class Codes: C1140E (Game theory); C4130 (Interpolation and function approximation)

13/5/29   (Item 29 from file: 2)

02892650   INSPEC Abstract Number: C87032053
   Title: Advertising models, stochastic games and myopic strategies
   Author(s): Dirven, C.A.J.M.; Vrieze, O.J.
   Author Affiliation: Catholic Univ., Nijmegen, Netherlands

Language: English   Document Type: Journal Paper (JP)
Treatment: Theoretical (T)

Abstract: Analyzes dynamic **advertising** models. The authors **present** conditions that imply that the payoffs under myopic strategies are **linear** in the state variable, which represents the number of customers for each firm. These conditions, which determine a subclass of stochastic games, are satisfied by several dynamic advertising models. The authors give a criterion to check whether this model contains an equilibrium point within the class of myopic strategies that is also an equilibrium point with regard to all strategies. (18 Refs)
Subfile: C
Descriptors: advertising; game theory
Identifiers: dynamic advertising models; payoffs; myopic strategies; stochastic games; equilibrium point
Class Codes: C1140E (Game theory); C1290D (Economics and business)

13/5/30   (Item 30 from file: 2)
Title: Inelastic processes in ion/surface collisions: scattered ion fractions and VUV photon emission for Ne/sup +/ and Ar/sup +/ collisions with Mg and Y surfaces

Author(s): Rabalais, J.W.; Jie-Nan Chen; Kumar, R.; Narayana, M.
Author Affiliation: Dept. of Chem., Houston Univ., TX, USA
Language: English   Document Type: Journal Paper (JP)
Treatment: Experimental (X)

Abstract: Time-of-flight (TOF) scattering spectra and vacuum ultraviolet (VUV) photon emission spectra resulting from 1-10 keV Ne/sup +/ and Ar/sup +/ ions impinging on magnesium and yttrium surfaces and the corresponding oxidized and hydroxylated surfaces have been measured. Measurements of the scattered neutrals plus ions and neutrals only are used to calculate scattered ion fractions Y/sub +/ for the single scattering collisions. The Y/sub +/ values rise steeply at low ion energies E/sup 0/(approximately 1-2 keV), reaching values of 70% and 38% at 10 keV for Ne/sup +//Mg and Ar/sup +//Y, respectively, and are very sensitive to adsorbate coverage. The dominant photon emission observed from the clean metals in the VUV range 30-200 nm is /sup 1,3/P to /sup 1/S resonance radiation from the excited neutral projectile atoms; emission was also observed from excited H and O for adsorbate covered surfaces. A model is developed for electronic transitions in keV ion/surface collisions which considers Auger and resonant transitions along the ion trajectory and electron promotions in the quasidiatomic molecule of the close encounter. By making an assumption of equality in the close encounter, the model can be fitted to the experimental data, allowing determination of ionization P/sub I/ and neutralization P/sub N/ **probabilities** as a function of the distance of approach. The results **show** that electron **promotions** within MOs of the collision complex formed during encounter are significant, if not dominating, processes in keV ion surface collisions. (42 Refs)
Subfile: A
Descriptors: argon; ion-surface impact; magnesium; neon; time of flight spectra; yttrium
Identifiers: time of flight spectra; oxidised surface; Auger transmission ; ion/surface collisions; scattered ion fractions; VUV photon emission; Ne/sup +/; Ar/sup +/; Mg; Y; scattering spectra; hydroxylated surfaces;

scattered ion fractions; photon emission; electronic transitions; resonant
transitions; ion trajectory; quasidiatomic molecule; ionization;
neutralization
  Class Codes: A7920N (Atom, molecule, and ion impact)

  13/5/31   (Item 31 from file: 2)

02605160   INSPEC Abstract Number: C86014068
 Title: Development of a modular MPS-10 simulation
  Author(s): Cynamon, L.J.
  Author Affiliation: Raytheon Co., Bedford, MA, USA
  Conference Title: Proceedings of the 1985 Summer Computer Simulation
Conference   p.58-62
  Publisher: SCS, San Diego, CA, USA
  Publication Date: 1985 Country of Publication: USA   xxxiv+758 pp.
  Conference Sponsor: SCS
  Conference Date: 22-24 July 1985   Conference Location: Chicago, IL, USA
  Language: English   Document Type: Conference Paper (PA)
  Treatment: Practical (P)
  Abstract: The application . of modular programming techniques to FORTRAN
simulation programs is standard practice at Raytheon. The recent
replacement of analog computers with Applied Dynamics AD-10 parallel
processing high speed digital computers has led to new requirements for
developing and applying modular programming techniques. This paper presents
the techniques for constructing and maintaining modularized MPS-10 code for
the AD-10. In order to facilitate the incorporation of modularity into
MPS-10 simulations, a procedure (MPS.CMD) has been developed in the AD10's
PDP 11/70 host computer. This procedure (written in the PDP indirect
command language) modifies, constructs, and processes the necessary CREATE
(CRE), RELATE (REL) and Data Specification (SDA) files from a specified set
of modules. Each of the major tasks performed by MPS.CMD, its inputs, and
its **outputs** are **presented** . **AD** -10 is used for running Monte Carlo
 flight tests. (0 Refs)
  Subfile: C
  Descriptors: aerospace simulation; digital simulation; parallel
processing; satellite computers; special purpose computers; structured
programming
  Identifiers: flight simulation; modular MPS-10 simulation; modular
programming; FORTRAN simulation programs; Applied Dynamics AD-10 parallel
processing; high speed digital computers; PDP 11/70 host computer; PDP
indirect command language
  Class Codes: C6110 (Systems analysis and programming); C6150E (General
utility programs)

  13/5/32   (Item 32 from file: 2)

02604922   INSPEC Abstract Number: C86011967
 **Title: Decision rules originating from stochastic dynamic programs: a
general framework for empirical analysis**
  Author(s): Domowitz, I.; Muus, L.
  Author Affiliation: Cornell Univ., Ithaca, NY, USA
  Conference Title: Proceedings of the International Congress on Technology
and Technology Exchange: Technology and the World Around Us - ICTTE '84,
and EMC '84 - Management of Technology and its Limitations   p.467-70
  Publisher: Int. Technol. Inst, Pittsburgh, PA, USA

Publication Date: 1984   Country of Publication: USA   x+547 pp.
Conference Sponsor: Int. Technol. Inst.;   IEEE;   Adv. Technol. Center Central/ Northern Pennsylvania; et al
Conference Date: 8-10 Oct. 1984   Conference Location: Pittsburgh, PA, USA
Language: English   Document Type: Conference Paper (PA)
Treatment: Theoretical (T)

Abstract: The authors investigate the properties of decision **rules** , originating from general stochastic dynamic optimization problems, which are relevant to system estimation. A general solution algorithm leading to a tractable set of implicit **nonlinear** simultaneous estimating equations is proposed. The technique eliminates the need for an explicit specification of 'exogenous' stochastic forcing processes, and generates interpretable error structures without requiring additional unobservable shocks to the system. Illustrations of the technique and a discussion of the statistical implications of this methodology are presented through simple examples of investment and household labor supply problems. Both partial equilibrium and equilibrium solutions are treated. It is shown not only that ad hoc specifications of the stochastic environment are unnecessary, but also that such assumptions in a partial equilibrium world may be inconsistent with equilibrium characterizations of the environment, even in nonpathological examples. (5 Refs)
Subfile: C
Descriptors: decision theory; dynamic programming; economic cybernetics; nonlinear equations; parameter estimation; statistical analysis; stochastic systems
Identifiers: panel data methodology; dynamic optimization; consumer demand system; econometric analysis; stochastic dynamic programs; empirical analysis; decision rules; stochastic dynamic optimization; system estimation; nonlinear simultaneous estimating equations; error structures; investment; household labor supply; partial equilibrium
Class Codes: C1140E (Game theory); C1180 (Optimisation techniques); C1220 (Simulation, modelling and identification); C1290D (Economics and business)

13/5/33   (Item 33 from file: 2)
DIALOG(R)File   2:INSPEC

01780232   INSPEC Abstract Number: B82003712, C82000835
Title: Centralized generation control of real power for thermal units by a parametric linear programming procedure

Author(s): Franchi, L.; Garzillo, A.; Innorta, M.; Marannino, P.; Marchese, V.
Author Affiliation: ENEL, Ente Nazionale per l'Energia Elettrica, Automatica Res. Center, Milano, Italy
Conference Title: Automatic Control in Power Generation, Distribution and Protection. Proceedings of the IFAC Symposium   p.51-60
Editor(s): Herbst, J.F.
Publisher: Pergamon, Oxford, UK
Publication Date: 1980 Country of Publication: UK   cxxv+568 pp.
ISBN: 0 08 026709 2
Conference Sponsor: IFAC
Conference Date: 15-19 Sept. 1980   Conference Location: Pretoria, South Africa
Language: English   Document Type: Conference Paper (PA)
Treatment: Applications (A); Theoretical (T)

Abstract: The problem of centralized control of active power is considered as being subdivided into three levels with hierarchy versus time: the scheduled hourly dispatching running the day before, the advance

dispatching (AD), operating on the basis of the short-term load
forecasting, the instantaneous economic dispatching (ED) integrated with
the load frequency control (L.F.C.). The paper emphasizes AD and in
particular the algorithm of its solution. AD modifies the trajectories of
the thermal units scheduled the day before, taking into account the on-line
load predictions and the generating units as well as the security of the
network. Furthermore, the procedure is able to supply the trajectories
which restore the security, should the system go into a nonsecure or
vulnerable status. **Outputs** of **AD** of both the objective function and the
constraints allows the utilization of a parametric **linear** programming
algorithm for determining at each instant the optimal operating point for
the system. (10 Refs)
   Subfile: B C
   Descriptors: centralised control; linear programming; load dispatching;
load regulation; power system control
   Identifiers: centralised generation control; thermal units; parametric
linear programming; centralized control; active power; scheduled hourly
dispatching; advance dispatching; short-term load forecasting; economic
dispatching; load frequency control; on-line load predictions; security
   Class Codes: B0260 (Optimisation techniques); B8110B (Power system
management, operation and economics); C1180 (Optimisation techniques);
C3340H (Electric systems)

   13/5/34   **(Item 34 from file: 2)**
DIALOG(R)File   2:INSPEC
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01310983   INSPEC Abstract Number: A79021629
  Title: Fermions and bosons in a unified framework. II. Interacting models
   Author(s): Macrae, K.I.
   Author Affiliation: Los Alamos Sci. Lab., Univ. of California, Los
Alamos, NM, USA
   Journal: Physical Review D (Particles and Fields)   vol.18, no.10   p.
3761-76
   Publication Date: 15 Nov. 1978   Country of Publication: USA
   CODEN: PRVDAQ   ISSN: 0556-2821
   Language: English   Document Type: Journal Paper (JP)
   Treatment: Theoretical (T)
   Abstract: For pt.I, see ibid., vol.18, no.10, p.3737 (1978). In this
paper the author constructs some fully interacting field theories. The
first model has a coloured, curved Weinberg-Salam-type action. It is formed
by taking the Hilbert product of the (generalized) curvature of a (given)
superalgebra with an auxiliary (generalized) curvature. Note that pieces of
simple superalgebras are gauged; the effective superalgebra of gauge fields
is not simple. The auxiliary curvature was needed to obtain the **linear**
pieces of the action, and it thus appears to be somewhat **ad** hoc. In
contrast the author **shows** how to construct an action using only the
curvature of a local superalgebra without the auxiliary curvature (it is
therefore quadratic). Nonetheless, linear terms arise as crossterms between
pieces of the curvature. In fact, since the author has chosen to use a
special-unitary flavor algebra and four-component spinors, the author
discloses he has already specified a unique simple supergroup whose other
Bose gauge field are in U(2,2), the Lie algebra formed by all the Dirac
matrices. These fields gauge the spin structure of the fermions. Color
causes certain complications discussed in the paper. The tensor piece of
the U(2,2) curvature consists of the usual curvature plus a term
identifiable as the old auxiliary tensor. Thus both linear and quadratic
terms for the space-time curvature arise when the full curvature is
squared. The field associated with the identity generator is
electromagnetism; with the vector, torsion; with the tensor, curvature and

auxiliary terms. The author calls the fields associated with the axial generators axial torsion and axial electromagnetism. When the fields which couple to Dirac spinors are assumed proportional to their scalar counterparts, an experimental value for a conserved axial electromagnetic coupling is 10/sup -3/e. The author presents a qualitative argument for the renormalizability of this action, since it is almost that of a standard Yang-Mills gauge theory, based on preservation of recoordinization invariance by the quantization procedure. (24 Refs)

Subfile: A

Descriptors: bosons; fermions; gauge field theory; supersymmetry; unified field theories

Identifiers: fully interacting field theories; Hilbert product; effective superalgebra; gauge fields; auxiliary curvature; local superalgebra; Bose gauge field; U(2,2); Lie algebra; Dirac matrices; axial torsion; axial electromagnetism; Dirac spinors; coloured curved Weinberg Salem type action ; superalgebra curvature; special unitary flavour algebra

Class Codes: A0450 (Unified field theories and other theories of gravitation); A1110N (Gauge field theories); A1130P (Supersymmetry); A1210 (Unified field theories and models); A1225 (Models for gravitational interactions)

13/5/35   (Item 35 from file: 2)
DIALOG(R)File   2:INSPEC
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01156879   INSPEC Abstract Number: B78011839
Title: Linear thermometer with semiconductor sensors
  Journal: Elektronik Industrie   vol.8, no.5   p.33
  Publication Date: May 1977 Country of Publication: West Germany
  CODEN: EKIDAT   ISSN: 0374-3144
  Language: German   Document Type: Journal Paper (JP)
  Treatment: Applications (A); Practical (P)
  Abstract: Briefly describes two electronic thermometers, one with a diode (FD 300) as sensor and the other with a transistor (**AD** 811), both giving an **output** rising **linearly** at 20 mV/K. The transistor is connected by its base/emitter junction between the output and inverting input of an op. amp. (mu A 748). In the diode version the diode is connected in the same way but the op. amp. is followed by a second op. amp. to raise the output level. (0 Refs)

Subfile: B

Descriptors: electric sensing devices; operational amplifiers; semiconductor devices; temperature measurement; thermometers

Identifiers: semiconductor sensors; electronic thermometers; diode; transistor; operational amplifier

Class Codes: B7230 (Sensing devices and transducers); B7320R (Thermal variables)

13/5/36   (Item 36 from file: 2)
DIALOG(R)File   2:INSPEC
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00333150   INSPEC Abstract Number: A72000663
  Title: Emission of KLL Auger electrons produced in Z/sub 1/-N/sub 2/ and Z/sub 1/-Ne collisions at keV energies
  Author(s): Fastrup, B.; Larsen, G.A.
  Author Affiliation: Univ. Aarhus, Denmark
  Conference Title: Abstracts of papers of the 7th international conference on the physics of electronic and atomic collisions   p.392-4
  Editor(s): Branscomb, L.M.; Erhardt, H.; Geballer, R.; de Heer, F.J.; et

al
  Publisher: North-Holland, Amsterdam, Netherlands
  Publication Date: 1971 Country of Publication: Netherlands   xxxix+1185
pp.
  ISBN: 0 7204 0234 4
  Conference Sponsor: IUPAP; UNESCO; N.V. Philips' Gloeilampenfabrieken; et
al
  Conference Date: 26-30 July 1971   Conference Location: Amsterdam,
Netherlands
  Language: English   Document Type: Conference Paper (PA)
  Treatment: Experimental (X)

  Abstract: An experimental study of KLL Auger electrons produced in
collisions at keV energies between projectiles with different $Z_{sub 1}$
($6 \leq Z_{sub 1} \leq 11$) and Ne and $N_{sub 2}$ targets has been initiated. The
preliminary data of Auger electron yields in collisions between C^{+},
N^{+}, O^{+} and Ne^{+} projectiles and $N_{sub 2}$ and Ne targets
are all obtained at impact energies (cc Ne, with C^{+}, N^{+}, D^{+}
Ne^{+}, at keV energies, KLL Auger electron efficient (approx. 10
times) in the production of nitrogen-KLL-Auger collision processes,
molecules (cc $N_{sub 2}$, with C^{+}, N^{+}, O^{+}, Ne^{+}, at
configuration has a considerable influence on the K electron **promotion
probability** . The data **show** that the promoted K electron comes from the
lower-Z partner of the colliding particles.
  Subfile: A
  Descriptors: atomic collision processes; Auger effect; carbon; molecular
collision processes; neon; nitrogen; oxygen
  Identifiers: keV energies; KLL Auger electron emission; C^{+} $N_{sub 2}$
collisions; C^{+} Ne collisions; O^{+} $N_{sub 2}$ collisions; O^{+}
Ne collisions; N^{+} $N_{sub 2}$ collisions; N^{+} Ne collisions; Ne/sup
$^{+}$ $N_{sub 2}$ collisions; Ne^{+} Ne collisions
  Class Codes: A3420 (Interatomic and intermolecular potentials and forces
); A3440 (Elastic scattering of atoms and molecules); A3450 (Inelastic
scattering of atoms and molecules)

13/5/37   (Item 37 from file: 2)
DIALOG(R)File   2:INSPEC

00169148   INSPEC Abstract Number: C70015985
  Title: A recursive nonlinear predictor
  Author(s): Mintz, M.
  Author Affiliation: Yale Univ., New Haven, CT, USA
  Journal: Journal of the Franklin Institute   vol.289, no.2   p.121-32
  Publication Date: Feb. 1970 Country of Publication: UK
  CODEN: JFINAB ISSN: 0016-0032
  Language: English   Document Type: Journal Paper (JP)

  Abstract: A minimax one-step prediction problem is posed for a linear
discrete time-invariant first-order plant. The plant is driven by un
unknown bounded forcing function. Several major difficulties encountered in
the solution to this problem are discussed and an ad hoc nonlinear
recursive predictor is developed as a more easily implemented alternative
to the true minimax procedure. A **linearized** version of this **nonlinear
ad** hoc predictor is **shown** to be related to the well-known Kalman
one-step predictor.
  Subfile: C
  Descriptors: filtering and prediction theory
  Class Codes: C1260 (Information theory)

13/5/38   (Item 38 from file: 2)

Bode Akintola08-Mar-04

00050753   INSPEC Abstract Number: B69016265
  **Title: Results from the evaluation of tracking system measurement errors
on the Apollo-Saturn 201-204 flight tests**
  Author(s): Junkin, B.G.
  Issued by: National Aeronautics and Space Administration, Marshall Space
Flight Centre, Huntsville, AL, USA
  Publication Date: 19 July 1968 Country of Publication: USA   95 pp.
  Report Number: NASA-TM-X-53756
  Availability: CFSTI, Springfield, VA 22151, USA
  Language: English   Document Type: Report (RP)
  Abstract: The TEMS Multiple Regression Analysis Method for postflight
tracking system error model analysis is used to evaluate measurement errors
on the Apollo-Saturn IB flight test data. The concept of least squares
adjustment with parameter constraints is involved in the evaluation
process. A stepwise regression procedure is used in conjunction with the
TEMS method to establish truncated tracker error models for the AS-204
tracking radars. An overall summary of results obtained on the AS-201
through **AD** -204 **flight** tests **show** that the standard deviations for
several of the error model coefficients do not vary significantly from test
to test or from radar to radar.
  Subfile: B
  Descriptors: radar systems; space vehicles; tracking; tracking systems
  Class Codes: B7650 (Ground support systems)

  13/5/39   (Item 1 from file: 35)

01804979 ORDER NO: AADAA-I9943754
**PREDICTION OF CHILDHOOD-ONSET ATTENTION-DEFICIT/HYPERACTIVITY DISORDER FROM
EARLY CHILDHOOD HOME VIDEOTAPES**
  Author: PASQUARIELLO, GIOVANNA
  Degree: PH.D.
  Year: 1999
  Corporate Source/Institution: HOFSTRA UNIVERSITY (0086)
  Sponsor: PHYLLIS S. OHR
  Source: VOLUME 60/08-B OF DISSERTATION ABSTRACTS INTERNATIONAL.
        PAGE 4275. 125 PAGES
  Descriptors: PSYCHOLOGY, DEVELOPMENTAL ; PSYCHOLOGY, CLINICAL
  Descriptor Codes: 0620; 0622

     The purpose of the present study was to determine whether viewers
knowledgeable of the symptoms of Attention-Deficit/Hyperactivity Disorder
(AD/HD) could accurately, and with confidence, predict appropriate future
diagnoses after viewing early home videotapes of children diagnosed with
AD/HD in later childhood. Relative to the amount of research examining
AD/HD in elementary school years, the amount of research investigating
early precursors and/or risk factors of AD/HD in early childhood is
limited. Due to the relative paucity and limitations of prior research, the
present study sought not only to determine whether reasonable diagnostic
predictions could be made within the first three years of life, but also to
confirm and identify what behaviors might differentiate children who later
develop AD/HD from typically developing children.
     One hundred graduate level students in clinical and school psychology
served as participants in a 2 (diagnostic outcome) x 3 (age level),
between-participants design. Home videos from the first three years of life
of either typically developing children or children diagnosed with AD/HD at

or after age 6 were presented to participants blind to the actual
diagnostic outcome of the **target** child. After the presentation, the
viewers were asked to rate the **probability** that the child they just
viewed would later develop **AD** /HD as well as their confidence level in
their judgement. They were then asked to specifically note the behaviors
that they believed to possibly be indicative of later **AD** /HD.

Results indicated that **viewers** who watched videotapes of children
later diagnosed with AD/HD gave higher diagnostic **probability** ratings
than viewers who watched typically developing children. High activity
level, high distractibility and nonresponsiveness to name/directions were
noted by viewers at significantly higher frequencies for children in the
AD/HD group. Support was not found for hypotheses which predicted that
number of accurate judgements and viewers' confidence ratings would
increase with increasing age level.

Overall, results were mixed. Interpretations of statistically
significant results should be tempered by the small effect sizes.
Advantages and limitations of the present study are discussed and
recommendations for future research are offered.

01794302 ORDER NO: AADAA-I9932914
ESSAYS IN MARKETING (DIFFUSION, GAME THEORY, TRADE DEALS, PROMOTION)
   Author: DEWAN, TARUN MOHAN SINGH
   Degree: PH.D.
   Year: 1999
   Corporate Source/Institution: THE UNIVERSITY OF TEXAS AT DALLAS (0382)
   Supervisor: FRANK M. BASS
   Source: VOLUME 60/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
         PAGE 2131. 92 PAGES
   Descriptors: BUSINESS ADMINISTRATION, MARKETING
   Descriptor Codes: 0338

In the first essay, we analyze the role played by the relative
differences in cross-brand and cross-store promotional elasticities in
determining equilibrium outcomes for competing multi-brand, multi-category
retailers. We present a game theoretic model that allows retailers to
consider tradeoffs between brand cannibalization and induced store
switching effects of promotions as well as includes cross-category effects
of promotions in the context of cherry pickers and basket shoppers. We show
that equilibrium levels of retail promotion in a duopolistic setting are
higher (lower) if stores are less (more) differentiated vis-à-vis
brands in the promoted category. The analysis shows that from the
manufacturers' perspective trade deals will generate higher pass-through
levels when aimed at weaker brands and weaker stores. Recently, Van den
Bulte and Lilien (1997) (VdBL) have listed the patterns that have emerged
in the estimates of the Bass Model parameters. They test (empirically and
through simulations) hypotheses involving the estimates and conclude that
the estimates are biased even if the model is not misspecified and
especially when only early data is available. They also add to the evidence
that the estimates of two of the parameters are correlated. In the second
essay we examine these issues and show that there is no evidence of bias in
the absence of model misspecification. We prepare and test hypothesis about
the behavior of Bass Model **parameter** estimates and propose an estimation
methodology that reduces correlation among the errors in the estimates and
provides lower absolute errors than other **NonLinear** Least Squares
methodologies. Finally, in the third essay, we present a unified model of

optimal retailer response to trade deals incorporating a holding cost
multiplier that explicitly includes the "risk" of the next
trade deal arriving too early (or too late) and link it to the parameters
of the trade deal arrival distribution.

13/5/41   (Item 3 from file: 35)

01785885 ORDER NO: AADAA-I9993049
**Real time, high accuracy, relative state estimation for multiple vehicle
systems**
  Author: Williamson, Walton Ross
  Degree: Ph.D.
  Year: 2000
  Corporate Source/Institution: University of California, Los Angeles (
        0031)
  Chair: Jason L. Speyer
  Source: VOLUME 61/11-B OF DISSERTATION ABSTRACTS INTERNATIONAL.
        PAGE 6107. 205 PAGES
  Descriptors: ENGINEERING, MECHANICAL ; ENGINEERING, AEROSPACE
  Descriptor Codes: 0548; 0538
  ISBN: 0-493-01340-7

     This dissertation presents the development, implementation, and test
results from a new instrumentation package for relative navigation between
moving vehicles. The instrumentation package on each vehicle is composed of
a GPS (Global Positioning System) receiver, an IMU (Inertial Measurement
Unit), a wireless communication system, and a modular computer system. The
GPS places all vehicles into the same inertial reference frame and provides
a common clock allowing synchronization among all instrument packages. The
IMU tracks the high frequency motion of the vehicle alleviating the need
for a fixed base station. The wireless communication system communicates
GPS code and carrier phase measurements and computed state estimates from
each vehicle at a rate fast enough to capture the dynamic changes in the
vehicles. This data representing both GPS and IMU measurements from each
vehicle is fused together on each vehicle to produce position, velocity and
attitude estimates relative to the other vehicles. This capability to
estimate relative motion without a base station appears unique.
Furthermore, the application of fusion algorithms to address this new
estimation problem is unique. The use of carrier phase provides very
accurate relative measurements. In constructing carrier phase measurement,
the integer number of wave lengths between vehicles must be resolved.
Although there exist integer resolution schemes, these algorithms are **ad**
hoe. The scheme **presented** here is based on generating the conditional
probability of the hypothesis of each integer given the measurement
sequence. This nonlinear filter is an elegant and novel contribution. The
entire system is tested in real time in an experiment intended to validate
the measurement accuracy. The system built using the algorithms designed in
this dissertation is capable of estimating relative range to less than 5
cm. RMS, relative roll and pitch to less than 0.2 degrees RMS, and relative
yaw to less than 0.7 degrees RMS. This system is designed and built for use
in a formation flight drag reduction experiment. The system will be used on
two F-18's at NASA Dryden to estimate the relative state between the
vehicles and provide these estimates as an input to the formation flight
control system.

13/5/42   (Item 4 from file: 35)

01757764 ORDER NO: AADAA-I1398212
Applying Bayesian networks to large data sets
  Author: DeVries, Charles David
  Degree: M.S.C.S.
  Year: 1999
  Corporate Source/Institution: The University of Texas at Arlington (2502
)
  Supervisor: Piotr Gmytrasiewicz
  Source: VOLUME 38/04 of MASTERS ABSTRACTS.
         PAGE 1034. 55 PAGES
  Descriptors: COMPUTER SCIENCE ; BUSINESS ADMINISTRATION, MARKETING
  Descriptor Codes: 0984; 0338
  ISBN: 0-599-66065-1

     With the widespread use of databases and their rapid increase in size,
there is a need for effective ways to use this data. Current customer
relationship management strategies address the needs of the top eighty
percent, ignoring many possible **customers** . Current data mining approaches
do not provide the flexibility needed as data grows.
     This thesis presents a method to provide **probabilistic** analysis to
very large data sets using conditional **probability** instead of static
rules . Because data tends to be sparse in large data sets, relationships
often occur in clusters. By allowing a tradeoff of runtime performance for
a loss in precision through clustering Bayesian relationships, we can use
the smaller networks to obtain better performance and scalability.
     The methods demonstrated could be used as recommendation engines for
purchases, ad banner placement and presenting relevant content based on
learned customer profiles.

 13/5/43   (Item 5 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online

01748488 ORDER NO: AADAA-I9975923
**Effect of promotions on market share and consumption rate in stationary
markets**
  Author: Pena, Jorge
  Degree: Ph.D.
  Year: 2000
  Corporate Source/Institution: The University of Texas at Dallas (0382)
  Supervisor: Frank M. Bass
  Source: VOLUME 61/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
         PAGE 2385. 124 PAGES
  Descriptors: BUSINESS ADMINISTRATION, MARKETING
  Descriptor Codes: 0338
  ISBN: 0-599-81609-0

     The immediate (same week to a few weeks after) effect of promotions on
sales makes them very useful to quickly increase sales or sell over-stocked
products. However the long-term effects of promotions on market share have
been shown to be generally null, as most brands in mature categories
usually present stationary or near-stationary market shares. It is
hypothesized that corrective mechanisms may exist to keep market shares
fluctuating around stationary levels. The corrective mechanisms are not
well understood, hence the need to include long lags in the models used
here to uncover competitive reactions. The short and medium-term effects
(up to 15 weeks) of promotions on market shares are investigated using
multiple time series analysis, cointegration, and stochastic variable

search methodologies. An application to share-stationary ketchup and peanut butter store-scanner data shows that indeed in several instances medium-term effects off set short-term promotional market share gains. Another effect of promotions may be the expansion of category sales, which would mean that promotions benefit the sales of all competitors. Both increased consumption rate and stockpiling may produce short-term category sales expansion, however only increased consumption rate may explain persistent category sales expansion. Stockpiling of purchases is not positive to manufacturers as they imply that increases in sales are followed by later decreases in sales, thus an increase in consumption rate becomes an important possible effect of **consumer** promotions. Consumption rates are studied using OLS and a Hierarchical **Linear** Model that allows measuring the effects of individual as well as population level **factors** . Individual-level **factors** may be important for **targeting** purposes. An application to ketchup household purchase scanner data found no evidence of overall inter-purchase consumption increase due to promotions. However considerable consumer heterogeneity may allow the targeting of consumption-prone consumers. Targeting of consumption-prone consumers is facilitated by the link between the sensitivities to promotions and purchase frequency. Households that buy less frequently seem to be inclined to increase their consumption rate if price promotions are present at the time of purchase.

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01724343 ORDER NO: AADAA-I9949446
Variables effecting treatment outcome of children with attention deficit/hyperactivity disorder
  Author: Thomas, Michael Scott
  Degree: Ph.D.
  Year: 1999
  Corporate Source/Institution: California Institute of Integral Studies (0392)
  Adviser: Julie Gerhardt
  Source: VOLUME 60/11-B OF DISSERTATION ABSTRACTS INTERNATIONAL.
           PAGE 5795. 124 PAGES
  Descriptors: PSYCHOLOGY, CLINICAL
  Descriptor Codes: 0622

    In the context of current views of Attention Deficit/Hyperactivity Disorder (AD/HD), the present study attempts to establish the effectiveness of various treatment interventions given variables related to both caregivers of and children with AD/HD. Of special interest is the role of the social ecology, and, specifically, parental functioning in the etiology, symptom **presentation** , prognosis, and treatment indications for **AD** /HD children. Further, the **present** study approaches the multi-determined phenomena of AD/HD from the assumption of non- **linear** causality or dynamic multi-determinism, as opposed to an arguably overly simplistic view of linear causality in the emergence of child psychopathology. The following factors effecting AD/HD treatment outcome are examined: child depression and anxiety, primary symptom factor presentation as evidenced by the child's primary presentation with internalized versus externalized symptoms on the Child Behavior Checklist (CBCL), and parental functioning (i.e., depression and stress). While no statistically significant relationship was found between child anxiety and depression, or parents' stress and depression and treatment outcome, statistical support was found for the hypothesis that the child's primary

presentation with internalized versus externalized symptoms was significantly related to treatment outcome. This is a particularly interesting finding given the common co-morbid presentation of AD/HD and these symptom factors, as well as the ubiquity of the CBCL in the diagnosis of AD/HD. Perhaps most importantly, the limitations of the present study are discussed and methodological improvements, which might be considered for future research, are offered. It was recognized that study design and methods were responsible for significant limitations. Given the appropriate time and resources, a future study that allows for random subject assignment (with simultaneous matching for co-morbid diagnoses, family financial status, medication, etc.) to multiple treatment interventions is indicated. Aso indicated is a longitudinal study in which attachment qualities evident in early childhood were measured directly, as well as parent characteristics, and, then, the quality and severity of AD/HD symptoms were compared per attachment classification. Further, a study that compared a sample of twins separated in infancy with non-separated twins, and that included both quantitative and qualitative analysis of extended family member psychopathology is indicated.

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01635684   ORDER NO: AAD98-27576
MODELING CONSUMER NETWORK NAVIGATION IN WORLD WIDE WEB SITES: IMPLICATIONS FOR ADVERTISING
    Author: CHATTERJEE, PATRALI AMAL
    Degree: PH.D.
    Year: 1998
    Corporate Source/Institution: VANDERBILT UNIVERSITY (0242)
    Directors: DONNA HOFFMAN; THOMAS NOVAK
    Source: VOLUME 59/03-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
             PAGE 891. 111 PAGES
    Descriptors: BUSINESS ADMINISTRATION, MARKETING ; MASS COMMUNICATIONS
    Descriptor Codes: 0338; 0708

    Advertising sponsorships have emerged as a dominant business model for generating revenue in the Web medium on the Internet. However the lack of models to measure and predict advertising performance is a major deterrent. Strict application of existing media models based on aggregate vehicle and advertising exposure may be misleading because of the unique characteristics of the medium and its non-traditional advertising forms.
    This dissertation develops an econometric framework to formally model the effect of advertising stimuli and predict consumer click behavior on banner ads during network navigation at an ad-supported Web site. The modeling objectives are achieved using a new source of consumer response data--clickstream of consumer navigation behavior at an ad-supported Web site with mandatory registration.
    The non-intrusive and consumer-dependent nature of Web advertising exposure makes it desirable for advertisers to identify consumer segments responsive to their marketing communication to improve advertising performance. Two bases--revealed choices of editorial content and frequency of Web site patronage are used to identify consumer segments at a site. The response parameters of these segments too can be used by media **buyers** and advertisers to understand the benefits **consumers** seek from the advertising vehicle, and thus guide advertising media placement decisions.
    The following results are obtained in modeling **consumers '** **probability** of clicking on a banner ad: (a) The effect of repeated exposures to banner ads is non- **linear** and U-shaped as against the inverted U-shaped response found in broadcast media; (b) The effect of

exposure to competing banner ads is significantly positive, whereas effect of competing active ads is insignificant; (c) Past click behavior at the site is a good predictor of click response and in some consumer segments the only predictor of click response; (d) There exist distinct segments of consumers who differ in their preferences for different categories of Web site content; (e) Segments of consumers who differ in their patronage frequency of the ad-supported Web site display differences in their responsiveness to sponsor advertising.

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01523607   ORDER NO: AAD97-00850
THEORY AND METHODOLOGY OF MULTIQUANTUM EPR, ELDOR AND ENDOR WITH APPLICATION TO A SPIN-LABELED ANALOG OF THE ION-CHANNEL PEPTIDE CECROPIN AD
   Author: MCHAOURAB, HASSANE S.
   Degree: PH.D.
   Year: 1994
   Corporate Source/Institution: THE MEDICAL COLLEGE OF WISCONSIN (0495)
   Adviser: JAMES HYDE
   Source: VOLUME 57/08-B OF DISSERTATION ABSTRACTS INTERNATIONAL.
         PAGE 4927. 274 PAGES
   Descriptors: BIOPHYSICS, GENERAL ; BIOLOGY, MOLECULAR ; BIOLOGY, CELL
   Descriptor Codes: 0786; 0307; 0379

     The major thrust of this dissertation is to use Spin labeling Electron Paramagnetic Resonance (EPR) to investigate the structure and dynamics of the ion channel peptide Cecropin **AD** in biological membranes. The work **presented** here has two parts: (a) The development of a novel non **linear** EPR methodology, Multiquantum EPR (MQEPR), with the goal of providing a superior Continuous Wave (CW) method for Spin Label Relaximetry and (b) the application of this technique along with linear EPR to study biophysical aspects of Cecropin-membrane interactions.
     In the first part, a comprehensive description is given of theoretical and experimental methods employed in MQEPR. MQ spectroscopy in a two level electron spin system is a general non linear method based on the excitation of successive absorption and emission of photons using two closely spaced microwave frequencies ω_1 and ω_2. Frequency mixing by the spin system leads to oscillation of the spin population at n($\omega_1-\omega_2$) and the production of intermodulation sidebands (IS) at $(n + 1)\rm\omega_{1(2)} - n\omega_{2(1)}.$ These sidebands can be detected and displayed as a function of the static field and provide a direct display of the non linear characteristics of the spin system. Quantitative analysis of MQEPR spectra is accomplished by employing a Bloch-Redfield density matrix treatment in conjunction with the Floquet theory and the Dressed-Atom formalism. It is shown that the response of the spin system to double frequency irradiation is critically dependent upon energy transfer processes between the spin system and the lattice. It is concluded that MQ spectroscopy provides a facile and superior CW method for spin label relaximetry measurement.
     In the second part, we have studied the structure, dynamics and aggregation state of Cecropins in solution and in membrane systems. Towards this end, we have synthesized a spin labeled analog of the chimeric peptide Cecropin AD. Cecropins are one of the major components of the immune system of a variety of insect species. They are water soluble, basic peptides with a broad spectrum of antibacterial activity. Cecropins have been shown to induce membrane leakage in liposomes and to form voltage dependent channels in planar bilayers indicating direct action on membranes.
     Peptide partitioning between the aqueous and lipid phases was also

examined.

The results provide experimental support for the two stage model of membrane proteins folding and oligomerization. Two energetically distinct steps are involved in Cecropin binding and self-association: (i) The first step is the electrostatic adsorption of Cecropin monomers to the bilayer surface. The positively charged residues provide a mechanism for anchoring the peptide to the membrane solution interface which lowers the entropic barrier and allows the peptide to undergo a rate limiting step of secondary structure formation. (ii) The second step is the insertion of the largely hydrophobic C terminal helix into the bilayer core. Length mismatch between this helix and the bilayer forces the N terminal helix to sink into the headgroup region. The resulting unfavorable interaction between Glu 9 and the acidic headgroup induces peptide self-association. Our data suggest that the membrane self-associated form is stabilized by a salt bridge that involves Glu 9. (Abstract shortened by UMI.)

13/5/47   (Item 9 from file: 35)

01509430 ORDER NO: AAD96-35663
A NETWORK TELEVISION VIEWING CHOICE MODEL FOR OPTIMIZING PROGRAM PROMOTION SCHEDULING
    Author: CANNON, MARK EDWARD
    Degree: PH.D.
    Year: 1996
    Corporate Source/Institution: RENSSELAER POLYTECHNIC INSTITUTE (0185)
    Adviser: WILLIAM A. WALLACE
    Source: VOLUME 57/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
         PAGE 2252. 199 PAGES
    Descriptors: MASS COMMUNICATIONS ; BUSINESS ADMINISTRATION, MANAGEMENT
    Descriptor Codes: 0708; 0454

Network television broadcasting companies attempt to increase the number of people viewing their shows by advertising them in brief promotional announcements, or promotions, during other shows on their schedules. A promotion is typically composed of a 10-15 second scene from the show being promoted along with mention of the show date and time.

The objective of this work is to optimize the scheduling of promotions in order to maximize advertising revenue for network broadcasting companies. The optimization algorithm is based on a logit viewer program choice model. The model includes factors which describe viewer demographics, viewing habits, program characteristics, schedule, program loyalty, and promotion viewing. Using data which detail individual viewing decisions, the model estimates the influence of **promotions** on changes in individual **viewing** decisions. The results are then coupled with network advertising rates in a **linear** programming optimization formulation to arrive at an optimal promotion schedule. The estimated revenue for the optimized **promotion** schedule is **shown** to be significantly higher than the revenue for the actual schedule.

An important aspect of the work is a detailed analysis of program loyalty, which is modeled using an exponentially **weighted** moving average. We show that program loyalty is a significant **factor** in modeling individual program choice. This approach is shown to be superior to a **linear** learning model in describing television viewing patterns. Variations in individual program loyalty patterns are presented and discussed.

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01437747 ORDER NO: AADAA-I9533723
A MODEL OF TRADE PROMOTIONS (PRICE FLUCTUATIONS)
  Author: CHUN, SAMUEL SANG-KWON
  Degree: PH.D.
  Year: 1995
  Corporate Source/Institution: WASHINGTON UNIVERSITY (0252)
  Chairman: CHAKRAVARTHI NARASIMHAN
  Source: VOLUME 56/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
         PAGE 2330. 118 PAGES
  Descriptors: BUSINESS ADMINISTRATION, MARKETING ; BUSINESS
              ADMINISTRATION, MANAGEMENT
  Descriptor Codes: 0338; 0454

     I construct a formal model which offers an integrated view of how
price fluctuations propagate through a standard manufacturer-retailer
channel given competition in both the upstream and downstream levels.
Specifically, I examine the conditions under which manufacturer trade
promotions constitute market equilibrium. I propose that trade promotions,
or deals, are the result of profit maximizing activity and that they can be
sustained under relatively general conditions.
     For the analysis I construct a two period model of utility maximizing
consumers, and profit maximizing manufacturers and retailers. I separately
analyze the cases of monopoly and competitive retailers. I employ subgame
perfection as the primary solution concept for the game. I explicitly take
into account endogenized forward buying behavior by retailers and the
incentives to pass through on received deals. Consumer stockpiling patterns
are also analyzed. I later generalize to the three and t period models and
discuss the relevance of these extensions to the basic model.
     I show that trade deals can be profitable despite retailer forward
buying. Brands will offer competitive trade promotions even if there is a
possibility that a retailer will "pocket" the deal. I establish that
greater than 100% pass through of deals by the retailer can occur when a
retailer sells an additional outside good (or basket of goods) at positive
margin to the consumers who shop at the store. Specifically, I show that a
retailer will offer more in price cuts than she receives in deals if the
gains obtained from the additional margins on the outside good exceed the
losses incurred from reducing the brand's price.
     Finally, I discuss the role of non **linear** pricing and discrimination
across consumers with heterogeneous usage patterns in **promotions** across
package sizes. I **show** why **promotions** may be run more frequently on
large package sizes than on small package sizes. Manufacturers end up
competing by promoting the large package size to the switching consumers
while protecting their profits from the loyal customers through the
variations in package size.

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01380761 ORDER NO: AADMM-87420
**THE EFFECTS OF TEMPORAL UNCERTAINTY ON SIMPLE REACTION TIME IN FOUR
DEVELOPMENTAL AGE GROUPS**
  Author: DREGER, KARL
  Degree: M.A.
  Year: 1991
  Corporate Source/Institution: LAURENTIAN UNIVERSITY OF SUDBURY (CANADA)

(1100)

     Developmental studies have demonstrated age related variability in
reaction time from early childhood to older adulthood across a wide variety
of tasks. The present research evaluated the effects of various
psychological factors on simple reaction time, and examined how these
factors contribute to the aging process.
     Seventy male subjects between the ages of 7 years and 81 years
comprised the four age groups and one clinical group (children with an
attentional deficit) participating in this study. Simple reaction time was
measured using an irregular foreperiod procedure (250, 500, 1000, 2000,
4000, 8000 ms) and catch trials, whereas the probability of each foreperiod
or catch trial was varied and presented in a random order. The 2000 ms
foreperiod was considered redundant and presented with a 50% **probability**
of occurrence.
     The results **showed** that young children, **AD** children and older
adults are more affected by the long foreperiod than older children and
young adults. These groups displayed significantly slower reaction times
and were significantly more variable in their trial-to-trial performance at
the long foreperiod. Since it has been documented that an attentional
deficit is characterized by slower and more variable reaction time
performance, it is reasonable to conclude that group differences were
greatest under those conditions (i.e., 8000 ms foreperiod) in which demands
for sustained attention were greatest.
     As well, results demonstrated that young adults "learned" through
experience that the probability was higher for the stimulus being presented
after the 2000 ms foreperiod than all other foreperiods. As a result, their
mean reaction times were fastest at the 2000 ms foreperiod. (Abstract
shortened by UMI.)

 13/5/50   (Item 12 from file: 35)
**AN INTEGRATED SIMULATION MODEL FOR PLANT/OPERATOR BEHAVIOR IN ACCIDENT
CONDITIONS**

     The purpose of this dissertation is to develop a simulation based
accident sequence analysis program (ADS) for large scale dynamic accident
sequence simulation. Human operators, front-line and support systems as
well as plant thermal-hydraulic behavior are explicitly modeled as
integrated active parts in the development of accident scenarios. To
overcome the model size, the proposed methodology employs several
techniques including use of "initial state vector" which decouples

time-dependent and time-independent factors, and a depth first integration method in which the computation memory demand increases in a linear order. The computer implementation of the method is capable of simulating up to 500 branch points in sequence development, models system failure during operation, allows for recovery from operator errors and hardware failures, and implements a simple model for operator system interactions.

To demonstrate the capabilities of the ADS, the Seabrook SGTR event has been analyzed using the **ADS** program. This case study **shows** that the **ADS** can be employed in the realistic **Probabilistic** Risk Assessments, and can be used to test the effectness of operating procedures.

AN EXAMINATION OF THE EFFECTS OF SEXUAL SUGGESTIVENESS IN PRINT ADVERTISING **ON** VIEWERS ' PROBABILITY **OF PURCHASE (** ADVERTISING , **PURCHASE DECISIONS)**

Although the use of sexual suggestiveness in advertising seems to be continually increasing in frequency and blatancy, the literature which addresses the effectiveness of "sex" or sexual suggestiveness in advertising does not seem to lend theoretical support to its use. The very few published studies on the effects of suggestiveness on purchase decisions are inconclusive and contradictory.

The research attempted to discover relationships between the intensity or degree of sexual suggestiveness contained in a series of print advertisements and the **probability** of purchase by the **viewers** of those **advertisements** . Examination of relationships which may exist among a series of viewer demographic variables was a central part of the study.

A series of twelve advertisements which portray one male, one female or a mixed gender couple as models, and which vary by degree of sexual suggestiveness were taken from widely read magazines. The ads were limited to those showing young models displaying at least the head and torso from the waist up. Most display the entire models' bodies. The ads were sanitized of all specific product and product type information, and with one exception, of all text as well. They were selected as generalized representatives of ads which could conceivably be used to promote different types of products. The ads were converted to 35 mm slides and the size of ads made as equal as is possible.

The completed advertisements were shown to a total sample of 551 people using several groups of from 10 to 45 people each. Viewers established their own perceptions of degree of sexual suggestiveness and product appropriateness of the advertisement, and using a ten point scale, the viewers' **probability** of purchasing the product they deem most appropriately represented by the **ad** **shown** was recorded.

The dependent variable of " **Probability** of Purchase" was analyzed in relation to a series of independent variables: model gender, product "appropriateness," degree of suggestiveness, and a series of demographic

variables including viewer gender, age, income, home town size, religion and religious activism.

The findings of the study contradicted those of many of the previous studies which had been reviewed.

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01242543 ORDER NO: AAD92-32720
ON THE DETERMINATION OF ADVERTISING EFFECTIVENESS: OPTIMIZATION AND ESTIMATION (CIGARETTES)
  Author: NJOTO, SUKRISNO
  Degree: PH.D.
  Year: 1992
  Corporate Source/Institution: UNIVERSITY OF COLORADO AT BOULDER (0051)
  Director: FRANK S. T. HSIAO
  Source: VOLUME 53/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
           PAGE 2035. 180 PAGES
  Descriptors: ECONOMICS, COMMERCE-BUSINESS; BUSINESS ADMINISTRATION,
                MARKETING; ECONOMICS, GENERAL
  Descriptor Codes: 0505; 0338; 0501

    This study is mainly concentrated on the sectoral aspects of advertising and provides both theoretical and empirical investigations of the determination of advertising effectiveness on the cigarette industry. The effectiveness of advertising concerns the effects of firms' advertising expenditures on consumers' consumption expenditures and on firms' sales revenues at both the industry and intra-firm levels.
    The advertising supply function is derived from the firm's optimal control problem. This function combined with the demand function for cigarettes, which is assumed to be a habit persistence model, **shows** that **advertising** and consumption are endogenous variables. Based on this structural model, the **nonlinear** three-stage least squares method is used to analyze the relationship between advertising and consumption in a time-series analysis. The Granger causality test is also employed to test the causal relationship of the two variables. In a cross-sectional analysis, the censored regression (Tobit) model is chosen to examine the relationship of advertising and sales revenue in an intra-firm level due to the feature of the data.
    From the theoretical investigations, this study finds that a complete ban on cigarette advertising will not end cigarette consumption. Hence, a total ban on cigarette advertising may not increase the social welfare. If advertising is purely informative, the social welfare will likely be improved by advertising.
    From the empirical investigations, this study finds: (a) cigarettes are normal goods and have an inelastic demand, (b) cigarette advertising Granger causes cigarette consumption over time, and (c) there exists a positive simultaneous relationship between firms' advertising expenditures and sales revenues across the firms in the cigarette industry in Indonesia.

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01236594 ORDER NO: AAD92-24098
THE ROBUST DESIGN IN CAPTURE-RECAPTURE SAMPLING: MODELLING APPROACHES AND ESTIMATION METHODS

Author: KENDALL, WILLIAM LOUIS
Degree: PH.D.
Year: 1992
Corporate Source/Institution: NORTH CAROLINA STATE UNIVERSITY AT RALEIGH (0155)
Director: KENNETH H. POLLOCK
Source: VOLUME 53/04-B OF DISSERTATION ABSTRACTS INTERNATIONAL.
        PAGE 1672. 181 PAGES
Descriptors: BIOLOGY, BIOSTATISTICS; STATISTICS; BIOLOGY, ECOLOGY
Descriptor Codes: 0308; 0463; 0329

Capture-recapture methods have been employed to estimate demographic parameters of biological populations since the late eighteenth century. In the last fifty years they have been used extensively, especially in studies of wildlife and fish population dynamics.

The Jolly-Seber method, or some variation of it, has been the traditional approach to the estimation of demographic parameters in long-term studies. This method involves very restrictive assumptions about capture probabilities that can lead to biased estimates, especially of population size and recruitment number. In addition, some parameters are not identifiable by the Jolly-Seber method.

Pollock's robust design consists of a series of closely spaced samples, separated by longer intervals such as year. The population is assumed to be closed within each period. Pollock proposed exploiting the detailed capture information within each period by utilizing closed population models, which relax the assumption of equal catchability, to reduce the bias in estimators and allow the estimation of parameters that are unidentifiable by the Jolly-Seber method.

This thesis is concerned with evaluating the robust design. Pollock's ad hoc approach to analyzing data under the robust design, and its potential advantages, are presented. In addition, models of the complete sampling process are developed under various assumptions about capture probabilities. Maximum likelihood estimators are computed for these new models by modifying a widely available computer package, and variance estimators are computed by a parametric bootstrap approach. Goodness of fit and model selection are also discussed.

Simulations were conducted to compare all available estimators under several scenarios of catchability and survival probability. Results showed the complete-data approach to be superior to the Jolly-Seber and ad hoc approaches under many scenarios involving different model assumptions about capture **probabilities** , and also **showed** the **ad** hoc approach to be superior to the Jolly-Seber estimator in several cases. These assumptions included the presence or absence of (1) time variation in catchability between and/or within primary periods, (2) permanent or temporary trap response in catchability, and (3) heterogeneity in catchability among animals in the population.

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01210880 ORDER NO: AAD92-10243
PROBABILISTIC REPRESENTATION OF UNCERTAINTY IN EXPERT SYSTEMS
  Author: SARKAR, SUMIT
  Degree: PH.D.
  Year: 1991
  Corporate Source/Institution: THE UNIVERSITY OF ROCHESTER (0188)
  Co-advisers: H. MENDELSON; V. STOREY
  Source: VOLUME 52/11-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
          PAGE 3990. 242 PAGES

This research addresses the issue of representing uncertainty in expert systems. Current implementations use techniques that are not well-grounded in a sound analytical framework. A modeling scheme is presented that provides an inference network amenable to theoretically consistent propagation of beliefs. The scheme accomplishes this by transforming general belief networks into a special class of network, called belief trees.

The research shows that a scheme star-decomposition, originally proposed by Lazarsfeld (1966) in the social sciences, can be used to transform sets of three dependent binary variables into tree structures. Pearl (1986) has identified conditions under which the parameters of the resulting tree structure satisfy probability axioms. It is shown that even when these parameters are not probability measures, they can be used to consistently update **probabilities** associated with the variables of interest. The scheme is **shown** to eliminate unwarranted assumptions and **ad** hoc inference rules commonly used in current implementations. Classes of belief networks that may be exactly represented as trees when using this transformation scheme are identified. Belief networks that may be exactly represented as trees are those that can be decomposed into Local Event Groups which contain no more than three variables. Such Local Event Groups must not form cycles among themselves, and share no more than one variable with other Local Event Groups.

When exact tree representations are not feasible, the problem is one of finding the 'closest' approximate representation. Measures to evaluate approximations are studied, and one that has been widely used in the realm of probability theory is chosen. Characteristics of the 'best' tree representation when using this measurement are identified. The representation takes advantage of the star-decomposition scheme to obtain close approximations. Such approximations are termed third-order product approximations, and shown to dominate lower-order approximations.

To find the best third-order approximation, a branch and bound algorithm is developed. The algorithm is shown to be efficient for solving problems of sizes that are expected in real life applications. The approximate tree representation scheme is used to represent a decision problem involving uncertainty, and analysed by comparing it with a theoretically accurate solution. The analysis is performed over a wide range of parameters, and results of this analysis are presented. The third-order approximation performs well for all parameters considered, and is demonstrated to be superior to a second-order approximation for the same problem.

Descriptor Codes: 0338

Inman, McAlister, and Hoyer (1990) demonstrate in a laboratory context that a promotion signal (the sign or marker attached to a brand display during a typical retail price promotion) can have an impact on consumer choice that is independent of the promotional price reduction. This dissertation attempts to establish the existence of the promotion signal effect outside of the laboratory by deriving a prescriptive model of retailer promotion profitability which incorporates that effect. It goes beyond traditionally-considered deep discount promotions (where a signal is attached to the brand display and the regular price is reduced by more than 10%) and considers the use of shallow discount promotions (where a signal is used but the price is reduced by an amount less than 5%).

The model was estimated in the campus grocery store at Washington University, where control of promotions and prices was granted for the period of the study. During the first 10 weeks, promotion conditions were varied across brands. Analysis of the resulting market share variation (the first application of seemingly unrelated **nonlinear** regression to scanner data) provided estimates of model **parameters** . In the final three weeks, the estimated model was tested.

The model test hinges on changes in retailer profitability. The profitability of the promotion policy recommended by the model was compared to the profitability of two other promotion policies: a policy that did not consider shallow discount promotions and one that was specified by an experienced retail grocery manager. The test results support the model. The model generated 10% more profit per unit than the policy that did not consider shallow discount promotions and 15% more profit per unit than the manager's policy. Implications for retailers and future research directions are also discussed.

In sum, the effectiveness of the promotion signal was demonstrated outside the laboratory, the signal effect was incorporated into a prescriptive retail promotion model, and this model was tested in an actual retail environment. Marketing researchers have provided retailers with little guidance in increasing their promotion profits. This dissertation begins to address that important question.

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1061728 ORDER NO: NOT AVAILABLE FROM UNIVERSITY MICROFILMS INT'L.
SOCIAL ORGANIZATION AND SURVIVAL OF THE PIPISTRELLE BAT (PIPISTRELLUS PIPISTRELLUS), AND A COMPARISON OF ADVERTISEMENT BEHAVIOUR IN THREE POLYGYNOUS BAT SPECIES
    Author: LUNDBERG, KARIN
    Degree: FIL.DR
    Year: 1989
    Corporate Source/Institution: LUNDS UNIVERSITET (SWEDEN) (0899)
    Source: VOLUME 50/03-C OF DISSERTATION ABSTRACTS INTERNATIONAL.
             PAGE 457. 88 PAGES
    Descriptors: ECOLOGY
    Descriptor Codes: 0329
    Location of Reference Copy: UNIVERSITY LIBRARY, BOX 3, S-221 00 LUND,
                 SWEDEN

    This thesis deals with the mating system, male advertisement behaviour, and survival of adult pipistrelle bats (Pipistrellus pipistrellus). It also describes the mating systems of the Nathusius' pipistrelle (Pipistrellus nathusii) and the noctule (Nyctalus noctula), and compares the male advertisement behaviour of all three species. The bat

populations were studied by means of bat boxes.

The male pipistrelles set up individual territories at special mating grounds around their roost sites, which were found to be the crucial resource governing a male's chances of getting access to females. The mating system is thus a resource defence polygyny. The occurrence of surplus males, non-territorials, indicate that the population density of territorial males at the mating ground is limited by the number of suitable roost sites and the territorial behaviour of residents. To attract females, the pipistrelle male advertises by an enduring songflight display; males spending the most time in advertising were visited by the greatest number of females. The energy invested in advertisement behaviour and harem maintenance by territorial pipistrelle males results in their losing mass, which may negatively affect their possibilities of accumulating sufficient fat reserves prior to hibernation. This may explain their lower survival rates compared with adult females. As in the pipistrelle bat, males of the Nathusius' pipistrelle and the noctule bat acquire harems by defending roost sites. The advertisement behaviour of the Nathusius' pipistrelle consists of both aerial and sedentary **display** . In contrast, noctule males, solely **advertise** sitting at the roost. This interspecific variation is probably related to differences in **flight** costs and call characteristics.

13/5/57   (Item 19 from file: 35)
DIALOG(R)File   35:Dissertation Abs Online
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0975831   ORDER NO: AAD87-29047
THEORETICAL AND EXPERIMENTAL INVESTIGATION OF STRUCTURE FORMATION IN DILUTE MONODISPERSE SEDIMENTING SUSPENSIONS WITH APPLICATION TO COLLOIDAL STABILITY
  Author: VANDERHEYDEN, WILLIAM BRIAN
  Degree: PH.D
  Year: 1987
  Corporate Source/Institution: NORTHWESTERN UNIVERSITY (0163)
  Source: VOLUME 48/10-B OF DISSERTATION ABSTRACTS INTERNATIONAL.
           PAGE 3047. 236 PAGES
  Descriptors: ENGINEERING, CHEMICAL
  Descriptor Codes: 0542

    Prior two-body interaction theories of non-equilibrium dilute suspension microstructure formation cannot account for the well-spaced microstructure exhibited in monodisperse, sedimenting suspensions of spherical particles. Extensions to the theories are explored. First, a three-body analysis is tested. The analysis, however, **shows** that complicated, **ad** hoc closure assumptions on the three-body **probability** density are needed to predict the experimentally observed behavior. This motivated the exploration of two semi-theoretical models. It was found that an effective vertical relative velocity between two close pairs of particles in suspension could be used to describe all experimental data trends including effects of Brownian motion and bulk shear. An effective repulsive-diffusive mechanism, in contrast, failed to do so. An argument, based on an estimate of particle-pair lifetimes in a sedimenting suspension is used to provide a functional form for the decay with pair separation distance of the effective vertical relative velocity between two particles within a cellular region surrounding one of the particles. The result is a two-constant model for the above effect. The data fits of these two constants indicate that the volume of the cellular region is equal to the volume allotted to four spheres in suspension and that there apparently is a high variance of the settling velocity of the particles. The model is

used to study and interpret the phenomenon of colloidal stability in
sedimenting suspensions. Trends in the available experimental data are
discussed in light of the predictions. In addition, experiments are
performed which indicate the point of transition from Brownian to
non-Brownian settling. The equations governing the Hele-Shaw flow of a
suspension are derived including the effects of particle-wall interactions.
The effect of outer-boundary conditions in microstructural models in
suspension theory are discussed for the case of both sedimentation models
and effective viscosity models.

13/5/58   (Item 20 from file: 35)
DIALOG(R)File   35:Dissertation Abs Online
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925154 ORDER NO: AAD86-17835
**CASE ENRICHED VERSUS STATISTICAL ADS: A LABORATORY TEST OF THEIR RELATIVE
EFFECTIVENESS (SIMILARITY/ATTRACTION, FEAR APPEALS, IMAGERY, AVAILABILITY)**
    Author: TAPP, SHELLEY RAYE
    Degree: PH.D.
    Year: 1986
    Corporate Source/Institution: INDIANA UNIVERSITY (0093)
    Source: VOLUME 47/05-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
              PAGE 1815. 350 PAGES
    Descriptors: BUSINESS ADMINISTRATION, MARKETING
    Descriptor Codes: 0338

     Case enriched ads present a narrative or anecdotal discussion of a
particular consumer's experience with the advertised product. Statistical
ads, on the other hand, summarize the experiences of a large number of
unidentified consumers with the advertised product. It is suggested by
research in psychology that the typical person utilizes statistical
information poorly, if at all, in personal decision making. However, the
typical person's decision making can be greatly affected by his or her
ability to recall events similar to those depicted in persuasive messages,
such as ads. This has led theorists in marketing to suggest that case
enriched ads may increase the consumer's perceived relevance of a product,
his or her perceptions of need for the advertised product, recall of
various aspects of the ad, and behaviors with respect to the advertised
product, beyond the level motivated by statistical presentations in
advertising copy.
     To test this general hypothesis, four different ads were
constructed for each of two products: a car stereo and sun blocking lotion.
The researcher hypothesized that the degree of similarity between the
person depicted in the case enriched ads and the viewer of the ads would
affect the strength of the case enriched ad's effect on the dependent
measures. Therefore, the four treatment ads included two different levels
of similarity (high and low), a statistical ad, and an ad that combined the
 probability of the event described in the ad with the high similarity
case enriched **presentation** . These **ads** were **shown** to college students.
     A multivariate analysis of covariance was performed in which risk
preference and experience with the advertised product served as the
covariates. The analysis failed to show any effect of ad type for the sun
blocking lotion treatment. However, a significant effect of ad type was
demonstrated for the car stereo treatment on the subject's probability
estimates, unaided recall of brand, and unaided and aided recall of other
information contained in the ad. This result may reflect differences
between the two products in the level of fear aroused in the subjects. This
suggests that future research examine the effect of four appeals on case
enrichment.

875645 ORDER NO: AAD85-00670
ABSENTEEISM AND JOB SATISFACTION OF WISCONSIN PUBLIC SCHOOL TEACHERS
  Author: EGAN, JOHN ROBERT
  Degree: PH.D.
  Year: 1984
  Corporate Source/Institution: THE UNIVERSITY OF WISCONSIN - MADISON (
       0262)
  Source: VOLUME 46/01-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
       PAGE 31. 106 PAGES
  Descriptors: EDUCATION, ADMINISTRATION
  Descriptor Codes: 0514

     The purpose of this study was to determine whether or not the
absenteeism rate of Wisconsin public school teachers was due to a **linear**
combination between teacher absenteeism and age, sex, experience,
satisfaction with work on the present job, satisfaction with **present** pay,
satisfaction with opportunities for **promotion** , satisfaction with
supervision on the **present** job, and satisfaction with people on the
present job. The conceptual and theoretical basis of the study evolved from
the literature relating to historical trends of employee job satisfaction,
Maslow's hierarchy-of-needs theory, Herzberg's dual-factor theory, Lawler's
equity theory, organizational commitment and job absenteeism.
     This study employed the stratified random sampling technique. A
stratified random sample of 126 Wisconsin public school teachers was
involved in the study. Data were obtained from the 126 teachers by
requesting them to respond to the Job Descriptive Index (JDI) and a
Personal Data Information Form. Of the 126 mailed questionnaires, 97 (77%)
were completed and returned.
     The hypothesis of the study, stated in null form, was as follows:
(HO(,1)) There is no **linear** combination of age, sex, experience,
satisfaction with work on the **present** job, satisfaction with
opportunities for **promotion** , satisfaction with pay on the **present** job,
satisfaction with supervision on the present job, and satisfaction with
people on the present job which will account for a substantial proportion
of the variance in teacher absenteeism.
     The statistical analysis of the hypothesis involved was the
stepwise multiple regression technique. The alpha level for significance
was set at .05.
     The results of the stepwise multiple regression suggested that
there is not significant correlation between teacher absenteeism and job
satisfaction.
     Based on these findings and conclusions, it would seem that
further research should be conducted to study teacher absenteeism and job
satisfaction with other considerations kept in mind. those suggested are:
personal interview technique, personal reassurance of confidentiality,
stratified random sample according to sex and age, study of individual
master contracts for allowable types of absences, updated literature
review, and inclusion of a broader geographical area.

858566   ORDER NO: AAD84-21085
**FORM AND FUNCTION OF THE LONG-RANGE CALLS OF SCRUB JAYS, APHELOCOMA
COERULESCENS OBSCURA**
  Author: WEBBER, TOM
  Degree: PH.D.
  Year: 1984
  Corporate Source/Institution: THE UNIVERSITY OF FLORIDA (0070)
  Source: VOLUME 45/07-B OF DISSERTATION ABSTRACTS INTERNATIONAL.
       PAGE 2071. 219 PAGES
  Descriptors: ZOOLOGY
  Descriptor Codes: 0472

    Scrub Jays in and around Griffith Park, Los Angeles County,
California, have a vocabulary of at least 18 calls. The loud long-range
calls in this vocabulary can be divided into four categories according to
their acoustic structure: scolds, zeep/scolds, zeeps, zhraanhs, and shlenks
in one group; weeps and screlches in another; the chuk, given only by
males; and the rattle, given only by females. The more the calls in the
scold-shlenk group diverge in structure from scolds, the less they are used
in predator mobbing, the greater is the variety of contexts in which they
are used, the more they are used in **display   flights** for territory
advertisement and defense, the more they are used in response to **flights**
of the calling jay's mate, and the greater is the proportion of the total
number of calls given by the males. The jays tended to give weeps in chases
and screlches in display flights. I am unable to find any significant
difference between the way the males used screlches and the way they used
shlenks. In this way these two major long-range calls resemble each other
more than they do their own acoustic relatives. The males matched one
another's shlenks and screlches during territory advertisement, repeating
each call type several times before switching to another call type. Thus
Scrub Jays, usually not considered to have a territorial advertising "song"
in the usual sense of the term, used these two calls in a manner resembling
the way in which some singing birds use their several song types. Scrub
Jays usually did not match their own mate's screlches, shlenks, or weeps,
and instead responded with their sex-specific calls. Several of the calls
described here are similar to calls given by the Scrub Jay's closest
relatives, but none of these species appears to have a homologue of
screlches or shlenks. All of these relatives live in forests. I consider
screlches and shlenks to be calls derived from two different acoustical
groups that have converged in their use in long-range display flights in
the Scrub Jay's open habitat of chaparral.

 13/5/61   (Item 23 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
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851282   ORDER NO: AAD84-13254
CONTRIBUTIONS TO THE MODEL THEORY OF PROBABILITY LOGICS
  Author: FAJARDO, SERGIO
  Degree: PH.D.
  Year: 1984
  Corporate Source/Institution: THE UNIVERSITY OF WISCONSIN - MADISON (
       0262)
  Source: VOLUME 45/05-B OF DISSERTATION ABSTRACTS INTERNATIONAL.
       PAGE 1492. 102 PAGES
  Descriptors: MATHEMATICS
  Descriptor Codes: 0405

In this thesis I study some aspects of the model theory of the logic with conditional expectation L(, E) and of Adapted Probability logic L(,ad). L(,ad) is adequate for the study of stochastic processes. Its models are of the form A = <A,X,(F(,t))(,t(epsilon){0,1}),P>, where (a) P is a complete probability on A, (b) X: A x {0,1} (--->) R is a P x B-measurable stochastic process, with B the Borel measure on {0,1} and (c) (F(,t))(,t(epsilon){0,1}) is an increasing sequence of (sigma)-algebras satisfying the usual conditions. Instead of first order quantifiers L(,ad) has integral quantifiers and conditional expectation operators. Thus we can write formulas such as E{X((.),t)(VBAR)F(,t)}(w) = X(w,s) and (INT)(INT)X(w,t)dwdt (LESSTHEQ) 0 that allow us to express properties relating the stochastic process X to the filtration (F(,t)) and the **probabilities** P and B. This logic was introduced by Keisler. We **show** how to "handle" in L(, **ad**) the basic notions of the general theory of processes (i.e. stopping times, progressively measurable, optional predictable processes and martingales). We answer questions like: Given a theory T in L(,ad), when does T have a model A = <A,X,(F(,t))P> with X a predictable process? We give axioms that, if consistent with T in L(,ad), guarantee the existence of such models, we prove completeness theorems in L(,ad). L(, E) is adequate for the study of structures of the form A = <A,X,F,P> where: (i) P is probability on A, (ii) F is a (sigma)-algebra of P-measurables sets, and (iii) X is a real-valued random variable defined on A. L(, E) was introduced by Keisler. L(, E) extends L(, (INT)) by introducing the conditional expectation operator E{(VBAR)} that allows one to take conditional expectation with respect to F. We present solutions of some open problems proposed by Keisler. Namely: (a) We introduce saturated (hyper-finite) models for L(, E) and prove: (i) If A is an L(, E)-model then there exists a saturated B such that A (TBOND) B. (ii) If A and B are saturated with the same universe then they are almost surely isomorphic. (b) We prove Craig interpolation and Robinson consistency for L(, E). Our proofs are a combination of tools from non-standard analysis and probability with model theoretic techniques.

13/5/62   (Item 24 from file: 35)

829318 ORDER NO: AAD83-28554
DYNAMIC MODELING OF THE SERIES RESONANT DC-DC CONVERTER
   Author: KING, ROGER JAMES
   Degree: PH.D.
   Year: 1983
   Corporate Source/Institution: THE UNIVERSITY OF TOLEDO (0232)
   Source: VOLUME 44/08-B OF DISSERTATION ABSTRACTS INTERNATIONAL.
          PAGE 2512. 201 PAGES
   Descriptors: ENGINEERING, ELECTRONICS AND ELECTRICAL
   Descriptor Codes: 0544

      The series resonant DC-DC converter is used to process power from one voltage to another with input-output isolation. Frequently negative feedback is applied to stabilize the output voltage. As a switching converter it has the advantages of very high power efficiency and natural commutation of its switches. It would be useful to dynamically model the converter; however, conventional methods of computing the dynamic response of a **linear** circuit fail because of the switches which periodically reconfigure the converter's internal elements. **Presently** **ad** hoc methods are used in designing the feedback; therefore there is a need for a dynamic model of this converter.
         This problem was approached by solving each of the switching

intervals for its endpoint values in terms of its initial conditions. Because the endpoint values of an interval will be the initial conditions of the next, the converter can be naturally described as a nonlinear discrete system. A unique definition of the state variables resulted in a simple nonlinear discrete state space formulation of the converter's dynamics. This discrete system provides an accurate large signal simulation of the converter's long term dynamic behavior, and it uses very few computational steps, conserving computer time. This discrete system was also solved for the steady state solution, and was converted to a linear transfer matrix (using a small signal approximation.) The transfer matrix was then converted to steady state frequency responses.

These results were experimentally verified in three ways: The discrete system simulation was compared with a breadboard converter using large disturbances, the steady state solution was compared with previously published solutions, and the small signal frequency response was also verified with the breadboard converter. Excellent agreement was obtained in each case.

Using these results, a feedback system involving a series resonant converter can be designed for local stability about a steady state operating point. Equally useful, a proposed converter could be simulated under a variety of conditions using a simple, fast-running computer program. In view of the high power levels at which converters are being built (100KW), these results provide very useful design tools.

13/5/63   (Item 25 from file: 35)
DIALOG(R)File   35:Dissertation Abs Online
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757108   ORDER NO: AAD81-19140
MULTIPLE ARRESTED SYNTHETIC APERTURE RADAR
   Author: SHUSTER, JERROLD STUART
   Degree: PH.D.
   Year: 1981
   Corporate Source/Institution: AIR FORCE INSTITUTE OF TECHNOLOGY (0002)
   Source: VOLUME 42/04-B OF DISSERTATION ABSTRACTS INTERNATIONAL.
            PAGE 1553. 296 PAGES
   Descriptors: ENGINEERING, ELECTRONICS AND ELECTRICAL
   Descriptor Codes: 0544

   A Multiple Arrested Synthetic Aperture Radar (MASAR) for the detection of slowly moving targets in clutter is analytically conceptualized and evaluated. The radar consists of a succession of synthetic aperture antennas which are coincident in space but are displaced in time by several interpulse periods. The radar is evaluated using the target to clutter power ratio as the measure of performance. The radar is assumed to be clutter power limited, so noise is ignored in the evaluation. The evaluation consists of a comparison between three different receiver processing schemes. The first processor is a set of weights which optimizes the target to clutter power ratio and is the central feature of MASAR. The second processor is a set of weights comprising the target signal, itself; it can be construed as a "smart, ad hoc" design and is shown to be optimum for rapidly decorrelating clutter. The third processor is set of binomial weights; effectively, it reduces the system to an n-pulse canceller which, for a two antenna system, is the well known Displaced Phase Center Antenna (DPCA) radar.

In order to perform the analysis, a generalized signal return is formulated with which closed form expressions for the target signal and the clutter cross-power correlation are derived. This generalized signal return is a range-amplitude, radiation pattern weighted integration of the

electric field backscattering coefficient over the backscattering region. Both the target and the clutter are modeled with the electric field backscattering coefficient: deterministically for the target, stochastically for the clutter.

The target is modeled simply as a deterministically moving point scatter with the same albedo as a point of clutter.

The clutter is modeled as a homogeneous, isotropic, two-dimensional, spatiotemporal random field. This random field represents the amplitude and phase of the electric field backscattering coefficient as a function of time for every point in the scattering region observed from positions along the MASAR **flight** path. Only the correlation properties of this random field are required for the analysis.

The analysis is three-fold and considers **targets** moving between zero and 60 miles per hour at all track angles. First, the improvement of MASAR with the optimum processor is considered relative to that with the target and the binomial processors. Second, the response of each processor to off-boresight targets is considered. Third, the response of the optimum processor to other targets on the boresight is examined.

The analysis shows that MASAR with optimum receiver weights, generating four synthetic apertures each three feet long, can extract a three mile per hour target at ten miles from slowly decorrelating clutter 45 dB better than MASAR with target weights and over 144 dB better than MASAR with binomial weights. For a 60 mile per hour target, under the same circumstances, the corresponding figures are 70 dB and 106 dB. The analysis further shows that, with longer synthetic apertures, both the target's location and velocity component parallel to the MASAR boresight can be accurately determined.

The conclusion is that MASAR, with its optimum weighting scheme, is a promising synthetic aperture radar concept for the detection of slowly moving targets immersed in strong clutter environments.

13/5/64   (Item 1 from file: 99)
DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs

1926533 H.W. WILSON RECORD NUMBER: BAST99055548
A new interpretation and improvement of the nonlinear anisotropic diffusion for image enhancement
Monteil, Jerome; Beghdadi, Azeddine
IEEE Transactions on Pattern Analysis and Machine Intelligence v. 21 no9 (Sept. 1999) p. 940-6
DOCUMENT TYPE: Feature Article ISSN: 0162-8828 LANGUAGE: English
RECORD STATUS: Corrected or revised record

ABSTRACT: A new analysis of anisotropic diffusion (**AD**) is **presented** , and an adaptive nonlinear filtering, based on a judicious choice of the conductance function and the edgeness threshold, is proposed. A new undesirable effect, the "pinhole effect," could result when AD is introduced for the first time. A robust solution to this effect is proposed and evaluated through experimental data.

DESCRIPTORS: Image enhancement; Adaptive filters; Data smoothing;

13/5/65   (Item 2 from file: 99)
DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs

1775052 H.W. WILSON RECORD NUMBER: BAST98073763

II Morrow and Honeywell team up on ADS-B
George, Fred;
Business and Commercial Aviation v. 83 no4 (Oct. '98) p. 52
DOCUMENT TYPE: Feature Article ISSN: 0191-4642 LANGUAGE: English
RECORD STATUS: Corrected or revised record

ABSTRACT: II Morrow of Portland, Oregon, along with the Cargo Airlines
Association, is making Automatic Dependent Surveillance-Broadcast (ADS-B)
technology a reality. ADS-B is a surveillance system that relies on each
aircraft automatically broadcasting its identification, position, altitude,
track, and speed, which permits **ADS** -B equipment to **display** the **flight**
path trend vector of each aircraft fitted with similar equipment. II
Morrow and parent company UPS have already shown a proof-of-concept system
that will be installed on certain air freighters beginning this fall.

DESCRIPTORS: Freight airplanes--Electronic equipment; Position tracking;
  Collision avoidance systems (Aviation); II Morrow Inc;

  13/5/66   (Item 3 from file: 99)
DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs
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1559954 H.W. WILSON RECORD NUMBER: BAST93044941
World reshapes services to meet new market trends
Lenorovitz, Jeffrey M;
Aviation Week & Space Technology v. 139 (Aug. 23 '93) p. 44+
DOCUMENT TYPE: Feature Article ISSN: 0005-2175 LANGUAGE: English
RECORD STATUS: Corrected or revised record

ABSTRACT: World Airways, a diversified charter airline, is seeking to
adapt to new market trends, increase its regularly contracted passenger and
cargo services, and modernize its fleet with McDonnell Douglas MD-11
transports that can carry either freight or passengers. More long-term
operating contracts and established seasonal services with foreign
passenger airlines, international tour operators, and major express
companies/freight forwarders would enable the carrier to reduce its **ad**
-hoc **flights** . World has **shown** a profit since 1987, the year after it
dissolved its unprofitable scheduled service operations. .

DESCRIPTORS: Airlines--Schedules; Charter airlines; Air freight service;

  13/5/67   (Item 1 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.
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00192020   89CM05-020
  **Quest for the Orb-ison News and opinion from a leading explorer of those
fantasy realms called adventure games**
  Addams, Shay
  Commodore Magazine , May 1, 1989 , v10 n5 p58-59
  Languages: English
  Document Type: Column
  Hardware/Software Compatibility: Commodore 64; Amiga
  Geographic Location: United States
  ADVENTURE ROAD column describes ten adventure games for the Commodore 64
or Amiga computers: AutoDuel; Faery Tale Adventure; Corruption; Fish;
Rainbow Road; Adventure Construction Set; Star **Flight** ; Future Magic;
AD&D: Pool of Radiance; and The Mars Saga. **Presents** several tips for

playing **AD** &D, Faery Tale Adventure, and The Mars Saga. Includes one
illustration. (lj)
    Descriptors: Adventure; Games; Commodore

13/5/68   (Item 1 from file: 474)
DIALOG(R)File 474:New York Times Abs
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07473826   NYT Sequence Number: 033910961029
US CHARGES AMR ON SABRE SYSTEM
Bloomberg Business News
New York Times, Col. 1, Pg. 7, Sec. D
Tuesday October 29 1996
DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English
RECORD TYPE: Abstract

ABSTRACT:
    Department of Transportation says AMR Corp and Sabre Group Holdings,
its affiliated computer reservations system, violated laws prohibiting
unfair and deceptive **advertising** ; says some Sabre **displays** gave
American Airlines unfair advantage by listing its **flights** ahead of other
carriers' (S)

COMPANY NAMES: Transportation Department (US); Amr Corp; Sabre Group
  Holdings; American Airlines Inc
DESCRIPTORS: Airlines and Airplanes; Misleading and Deceptive Advertising;
  Advertising; Reservations (Airlines, Hotels, Etc)

13/5/69   (Item 2 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2004 The New York Times. All rts. reserv.

05583274   NYT Sequence Number: 072625890725
FALL PROMOTION PLANS ARE OUTLINED BY CBS
CARTER, BILL
New York Times, Col. 3, Pg. 23, Sec. 4
Tuesday July 25 1989
DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English
RECORD TYPE: Abstract

ABSTRACT:
    CBS announces new fall promotion plans; network campaign will include
in- **flight** **advertising** of new CBS **shows** on American Airlines and TWA,
and comprehensive advertising promotion in 10 leading women's magazines;
these efforts will run in conjunction with network's previously announced
contest promotion based in 2,200 K Mart stores; Howard Stringer, president
of CBS Broadcast Group, comments; photo (L)

SPECIAL FEATURES: Photo
COMPANY NAMES: CBS INC; AMERICAN AIRLINES INC; TRANS WORLD AIRLINES (TWA);
  K MART STORES
DESCRIPTORS: TELEVISION; ADVERTISING
PERSONAL NAMES: CARTER, BILL; STRINGER, HOWARD

13/5/70   (Item 3 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2004 The New York Times. All rts. reserv.

05509630   NYT Sequence Number: 158352890208
ADVERTISING: DELLA FEMINA RELEASES FIRST ADS FOR PAN AM
New York Times, Col. 4, Pg. 19, Sec. 4
Wednesday February 8 1989
DOCUMENT TYPE: Newspaper   JOURNAL CODE: NYT   LANGUAGE: English
RECORD TYPE: Abstract

ABSTRACT:
    Randall Rothenberg column notes Della Femina McNamee WCRS has released
first ad for Pan American World Airways; reports ads show children reacting
to airline's 'Kids Fly Free' **promotion** ; indicates that later **ads** may
show travelers interviewed after disembarking from Pan Am **flights** (S)

COMPANY NAMES: DELLA FEMINA MCNAMEE WCRS; PAN AMERICAN WORLD AIRWAYS INC
DESCRIPTORS: ADVERTISING; AIRLINES AND AIRPLANES; PROMOTIONS (MARKETING
   TECHNIQUE); ADVERTISING (TIMES COLUMN)

   13/5/71   (Item 4 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2004 The New York Times. All rts. reserv.

00307663   NYT Sequence Number: 072233720204
**Trans Com Productions vp P W Moseley repts co plans to sell ad. for
   commercials to be** shown **during in-** flight **movies)**
New York Times, Col. 1, Pg. 47
Friday February 4 1972
DOCUMENT TYPE: Newspaper   JOURNAL CODE: NYT   LANGUAGE: English
RECORD TYPE: Abstract

COMPANY NAMES: TRANS COM PRODUCTIONS INC
DESCRIPTORS: ADVERTISING; MOTION PICTURES
PERSONAL NAMES: DOUGHERTY, PHILIP H; MOSELEY, PAUL W
GEOGRAPHIC NAMES: UNITED STATES (1972 PART 1)

   13/5/72   (Item 1 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2004 The New York Times. All rts. reserv.

01163343   NYT Sequence Number: 001205820713
Commercial advertisements   shown **during in-** flight **movies are becoming
   big source of revenues for airlines. Allegheny International Inc's Trans
   Global unit pays 11 airlines to run its ads, which are disguised as
   corporate 'minidocumentaries'. About 3.5 Million passengers per month are
   currently viewing Trans Global's ads (M).)**
Wall Street Journal, Col. 3, Pg. 20
Tuesday July 13 1982
DOCUMENT TYPE: Newspaper   JOURNAL CODE: WSJ   LANGUAGE: English
RECORD TYPE: Abstract

COMPANY NAMES: TRANS GLOBAL FILMS; ALLEGHENY INTERNATIONAL INC
DESCRIPTORS: ADVERTISING (GENERAL); MOTION PICTURES; AIRLINES; FINANCES;
   CORPORATIONS; DOCUMENTARY AND EDUCATIONAL FILMS

   13/5/73   (Item 1 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

09146249
Cebu Pacific launches website
  PHILIPPINES: CEBU PACIFIC UNVEILS OWN WEBSITE
Manila Bulletin (XAZ)   04 Aug 1999 p.B-4
Language: ENGLISH

Philippine airline Cebu Pacific has unfurled its own website in May 1999.
Apart from providing a wide array of information on the carrier's various
promotions and history, the site also **showcase** an on-line booking
facility as well as provides instant access to Cebu Pacific's **flight**
schedules.

COMPANY: CEBU PACIFIC

PRODUCT: Aviation Services (4500AS); Air Terminal Services (4595);
    Computers & Auxiliary Equip (3573); Communications Eqp ex Tel (3662);
EVENT: Product Design & Development (33); Marketing Procedures (24);
COUNTRY: Philippines (9PHI);

   13/5/74   (Item 2 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

06553640
air-fare advertising to show added tax rates, the ASA rules
  UK: NEW TAX INCLUSION **RULES** FOR **FLIGHT** PRICE ADS
Campaign (CN)   14 Nov 1997 p.7
Language: ENGLISH

As a result of complaints from the <UK> Air Transport **Users** Council, part
of the Civil Aviation Authority, UK airline **flight** price promotions must
include all extra taxes and charges as of January 1998, in a new ruling by
the Advertising Standards Agency (ASA), which means that air fare
advertising will be subject to the same rules as adverts for package
holidays. Airline carriers in the UK were reluctant to include all the
hidden extras claiming that it was difficult to assess them correctly
because of the varying number of international duty charges, but under the
new **rules** , Air Passenger Duty and foreign taxes collected by UK airlines,
which can add as much as 50% to the basic **flight** price, must be included
in the advertised price.

COMPANY: ASA; ADVERTISING STANDARDS AGENCY; CIVIL AVIATION AUTHORITY; AIR
TRANSPORT USERS COUNCIL
PRODUCT: Passenger Air Transport (4501); Scheduled Airlines (4510);
EVENT: Commodity & Service Prices (72); National Government Economics (
94); Marketing Procedures (24);
COUNTRY: United Kingdom (4UK);

   13/5/75   (Item 3 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM) .
(c) 2002 The Gale Group. All rts. reserv.

06486181
Outward travel still on the up
  THAILAND: MOVE TO DRAW US TRAVELLERS
The Nation (XBO)   19 Jun 1997 P.B4
Language: ENGLISH

As part of the "Amazing Thailand 98" campaign, the United Airlines office in Bangkok will work together with Thai Airways to encourage more American travellers to Thailand. It was noted that United Airlines has set aside B 52 mn in **advertising** budget for 1997. **Presently** , the average number of passengers per **flight** on a 320-seat Boeing 747 is only 120. United Airlines hopes to boost the number to 165.

COMPANY: THAI AIRWAYS; UNITED AIRLINES

EVENT: Marketing Procedures (24);
COUNTRY: Thailand (9THA); United States (1USA);

13/5/76   (Item 4 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

06363668
UPS adds five French feeders
  FRANCE: LAUNCH OF EXTRA FEEDERS FROM UPS
International Freighting Weekly (IFW)   02 Sep 1996 p.20
Language: ENGLISH

With the aim of boosting its global traffic, as of 10 September, <US-based> United Parcel Services (UPS) is to introduce extra overnight domestic air feeders to five new sites within France namely Nantes, Strasbourg(served by the company's hub at Paris-CDG airport) and Toulouse, Nice and Bordeaux(served by the Lyon-Satolas hub). The new **flights** leaving between 8.30pm and 9pm will enable later-cut-off times for export traffic **ad** earlier **deliveries** for incoming shipments. The aircraft which have a capacity of two tonnes are being leased from an unnamed French airline.

COMPANY: UNITED PARCEL SERVICES

PRODUCT: Mail & Express Services (4310); Intnl & Territorial Air Svcs (4513); Courier Services (7393CU);
EVENT: Plant/Facilities/Equipment (44);
COUNTRY: France (4FRA); United States (1USA);

13/5/77   (Item 5 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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05997792
MAS focuses on Penang in move to draw Japanese tourists
  MALAYSIA: TO ATTRACT JAPANESE TOURISTS
Business Times Malaysia (XAR)   27 May 1994 P. 3
Language: ENGLISH

Malaysia Airlines (MAS) is highlighting Penang as a tourist destination to draw in Japanese tourists to Malaysia. MAS spent RM 8 mn out of the RM 11-mn promotional package for the Japanese market to focus on Penang, the Pearl of the Orient. MAS will be increasing four more flights from Japan and two of the flights will fly direct to Penang. MAS will advertise through electronic and print media. Japan Air lines (JAL) will screen the promotional advertisement on all of its domestic **flights** . An estimated 15 mn Japanese will **view** the **advertisements** .

COMPANY: JAL; JAPAN AIR LINES; MAS; MALAYSIA AIRLINES

PRODUCT: Passenger Air Transport (4501); Scheduled Airlines (4510);
EVENT: Planning & Information (22); Marketing Procedures (24);
COUNTRY: Malaysia (9MAO);

13/5/78   (Item 6 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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02156411
AMERICAN AIRLINES ADOPTS NEW REGIONALIZED AD STRATEGY
  US - AMERICAN AIRLINES ADOPTS NEW REGIONALIZED AD STRATEGY
Advertising Age (AAE)   12 September 1988 p1,114
ISSN: 0001-8899

American Airlines has adopted a new regionalized advertising strategy. An
ad campaign was launched on 9/8/88 in Los Angeles and San Francisco,
California, that will be expanded to other West Coast markets. Three 10-sec
commercials and supporting print ads were created by Bozell Jacobs Kenyon
and Eckhardt. One of the TV spots shows a beach as voiceover says 'This is
one of the few things that covers more of the West Coast than we
do...American Airlines and American Eagle with flights to 25 airports.' The
two other spots tout American's number of non-stop **flights** to the West
Coast and number of hourly non-stops. The **ads** are environmental and **show**
 no planes. A specially-created campaign for the East Coast is scheduled to
begin the week of 9/12/88. The creative for the campaigns is unrelated to
American's national image advertising. American is the first national
airline carrier to use a regional ad approach and the firm hopes to
increase its market share using regional campaigns. Regional ad vehicles
include city magazines and outdoor boards. American's total ad budget is
USDlr100 mil and current market share is 16.2%, second to United Airlines'
18.2% share.

PRODUCT: General Aviation Aircraft (3721GA);
EVENT: MARKETING PROCEDURES (24);
 COUNTRY: United States (1USA); NATO Countries (420); South East Asia
    Treaty Organisation (913);

```
Set      Items    Description
S1           0    AU=(WILKINS C? OR WILKINS, C?)
S2     2919412    ADVERT? OR BANNER? OR ADS OR AD OR PROMOTION? OR POPUP OR -
                  POPUNDER OR POP()(UP OR UNDER)
S3      125791    S2(3N)(DISPLAY? OR SHOW? OR OUTPUT? OR PRESENT? OR DELIVER?
                  OR VIEW?)
S4       30294    S3(15N)(TARGET? OR CONSUMER? OR CUSTOMER? OR CLIENT? OR BU-
                  YER? OR PURCHASER? OR USER? OR PEOPLE OR SHOPPER? OR PARTY OR
                  PERSON? ? OR SUBSCRIBER? OR ENTITIES OR ENTITY)
S5         295    S4(15N)(PARAMETER? OR FACTOR OR FACTORS OR CRITERI?OR FEAT-
                  UR? OR WEIGH? OR RULE? ?)
S6           0    S5(S)(FLIGHT? OR LINEAR? OR NONLINEAR?)
S7          40    S5(7N)(DISTRIBUT? OR ONLINE OR ON()LINE OR INTERNET OR INT-
                  RANET OR WEB? OR HOMEPAGE OR HOME()PAGE OR NETWORK? OR PORTAL?
                  OR WWW OR CYBER? OR LAN OR SERVER?)
S8         120    S4(S)(FLIGHT? OR LINEAR? OR NONLINEAR)
S9         102    (S7 OR S8) NOT PY>2001
S10         73    S9 NOT PD=20010116:20040308
S11         63    RD (unique items)
? show file
File  20:Dialog Global Reporter 1997-2004/Mar 08
        (c) 2004 The Dialog Corp.
File 476:Financial Times Fulltext 1982-2004/Mar 08
        (c) 2004 Financial Times Ltd
File 610:Business Wire 1999-2004/Mar 08
        (c) 2004 Business Wire.
File 613:PR Newswire 1999-2004/Mar 08
        (c) 2004 PR Newswire Association Inc
File 624:McGraw-Hill Publications 1985-2004/Mar 08
        (c) 2004 McGraw-Hill Co. Inc
File 634:San Jose Mercury  Jun 1985-2004/Mar 06
        (c) 2004 San Jose Mercury News
File 810:Business Wire 1986-1999/Feb 28
        (c) 1999 Business Wire
File 813:PR Newswire 1987-1999/Apr 30
        (c) 1999 PR Newswire Association Inc
File 570:Gale Group MARS(R) 1984-2004/Mar 08
        (c) 2004 The Gale Group
```

11/3,K/1 (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter

24842966
Aviation titles soar upwards
MEDIA WEEK
March 23, 2000
JOURNAL CODE: WMWK   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 217

       ...looked at for some time. He expected circulation to rise again next
year as more   **people**   were added. aoeWe relaunched the magazine in June
1997 and   **advertising**   revenue has **shown** healthy growth in every year
since then,a he said. Sean OaFarrell, editor of World...

11/3,K/2   (Item 2 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter

14648889 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**Multimedia Live's E-Commerce Engine MarketLive Makes Generational Leap by
   Adding Manna's Leading Personalization Solution FrontMind**
BUSINESS WIRE
January 15, 2001
JOURNAL CODE: WBWE   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 935

   (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   offer e-tailers virtually unlimited flexibility and control over
their online businesses, while optimizing the **online** experience for their
 customers   . To date, MarketLive's already impressive **rules** -based
personalization capabilities` have included dynamic product **displays** ,
customized campaigns, **promotions** , content, and cross-sells that are
critical to keeping the **customer** front and center.
   With the integration of Manna's FrontMind technology, MarketLive will
be able...

11/3,K/3   (Item 3 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter

13583236
PR Newswire California Summary, Wednesday, Nov. 01, 2000 up -2-
PR NEWSWIRE
November 01, 2000
JOURNAL CODE: WPRW   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 1025

       ... 2000 11:31 r f bc-CA-Christianity-adv (HAYWARD) Christianity.com
Selects Adforce for **Ad** Management and **Delivery** Services; AdForce to
Assist   Network   **Targeting**   Large Online Christian Audience LAW099
11/01/2000 11:37 r f bc-CA-Edmunds...

11/3,K/4   (Item 4 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter

13534983 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Qwest Communications Delivers First Personalized Voice Portal Services On Wireless Phones; Leverages BeVocal Technology
PR NEWSWIRE
October 30, 2000
JOURNAL CODE: WPRW   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 870

   (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   to use the service and receive audio access to the following:
Location & Travel Services: -- Worldwide **Flight** Information --
up-to-the-minute **flight** information on major domestic and international
carriers, covering more than 15,000 **flights** per day -- Nationwide Traffic
Updates -- real-time traffic information for the 65 largest metropolitan
areas...

11/3,K/5   (Item 5 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter

12887289
PR Newswire Northern California Summary, Monday, 09-18, 2000 Up to 2:00 p.m. PT
PR NEWSWIRE
September 18, 2000
JOURNAL CODE: WPRW   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 1247

      ... 57 r f bc-CA-Boeing-JSF-Concept (PALMDALE) Boeing JSF Concept
Demonstrator Completes First **Flight** SFM126 09/18/2000 12:57 r v
bc-CA-GetRelevant-Web Boosting Web Site...

11/3,K/6   (Item 6 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter

12836285 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Updated Story
PR NEWSWIRE
September 14, 2000
JOURNAL CODE: WPRW   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 506

   (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   to provide passengers with flight- specific, co-branded digital
programming in multiple languages. IFN's **targeted** ad insertion
capabilities enables global, national, regional and local **advertisers** to
deliver full-motion broadcast video spots to aircrafts in **flight**
throughout the world. Web-based video spots and banner **ads** will also be
delivered to PC **users** on **targeted** aircrafts and airport premises.
     In-Flight Network LLC is a joint venture entity formed by...

11/3,K/7   (Item 7 from file: 20)

12829811 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**In-Flight Network Takes the Internet to New Heights With Live Air-To-Ground
    Demonstrations**
PR NEWSWIRE
September 14, 2000
JOURNAL CODE: WPRW   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 440

   (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   to provide passengers with flight- specific, co-branded digital
programming   in   multiple   languages.   IFN's **targeted** ad insertion
capabilities enables global, national, regional and local **advertisers** to
 deliver full-motion broadcast video spots to aircrafts in **flight**
throughout the world. Web-based video spots and banner **ads** will also be
 delivered to PC **users** on **targeted** aircrafts and airport premises.
    In-Flight Network LLC is a joint venture entity formed by...

11/3,K/8   (Item 8 from file: 20)

12821527 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**NORTHWEST AIRLINES: Northwest Airlines announces major shift in brand
    positioning; New domestic and international ad campaigns launch today**
M2 PRESSWIRE
September 13, 2000
JOURNAL CODE: WMPR   LANGUAGE: ,English   RECORD TYPE: FULLTEXT
WORD COUNT: 677

   (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   settings. Ads include an image of a smiling woman with the
headline, "Grab an earlier **flight** and score some points at home, in
addition to miles." Another ad shows two teenage...

11/3,K/9   (Item 9 from file: 20)

12674496
Business Update
YOMIURI SHIMBUN/DAILY YOMIURI
September 05, 2000
JOURNAL CODE: FYOM   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 2014

     ... Prefecture and VISA International (www.visa.com) have jointly
launched a yearlong 20 million yen **promotion** program to **present** two
 customers every day with 20,000 yen merchandise coupons. Visitors to the
country'

11/3,K/10   (Item 10 from file: 20)

12595231 (USE FORMAT 7 OR 9 FOR FULLTEXT)
MarketSwitch Releases Real Time Offer Optimizer for Corporate Web Sites
BUSINESS WIRE
August 29, 2000
JOURNAL CODE: WBWE   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 736

  (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   meet the customer's needs and maximize the overall profitability of
the business. Most corporate **web** sites, however, currently **deliver**
marketing **promotions** in a random fashion. While some solutions use
personalization or logical business **rules** to **target customers** , they
fall short because they fail to consider the complex real-time
interdependencies that customers...

  11/3,K/11   (Item 11 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter

11776975 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**Deal with Nestle Could Be Big Boost for SAP AGs Internet Software
    Initiative**
Leslie J. Nicholson
KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (PHILADELPHIA INQUIRER -
PENNSYLVANIA)
July 02, 2000
JOURNAL CODE: KPIN   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 1605

  (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   middle of a tournament. A second features a woman at an airport who
learns her **flight** is canceled and calmly uses mySAP.com to book one of
the few remaining seats on another **flight** .
    In the fall, SAP will begin running the third and funniest in the
series, an...

  11/3,K/12   (Item 12 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter

11602175 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**In-Flight Network (IFN), Globalstar and QUALCOMM Successfully Test
    Broadband Internet and E-Mail System for Existing Aircraft Fleets
    Worldwide**
PR NEWSWIRE
June 21, 2000
JOURNAL CODE: WPRW   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 1119

  (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   video spots to aircraft in flight throughout the world. Web-based
video spots and banner **ads** will also be **delivered** to PC **users** on
targeted aircraft and airport premises.

Globalstar provides affordable satellite-based digital voice and data services to...

11/3,K/13   (Item 13 from file: 20)
DIALOG(R)File   20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

10178805 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Nigeria: Party official urges support for power minister
BBC MONITORING INTERNATIONAL REPORTS
March 22, 2000
JOURNAL CODE: WBMS   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 444

   (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   if he fails, it will have a negative impact on the AD as a
political **party** .
    "If Ige cannot manage a ministry, that means none of the **present**
leadership of the **AD** can **rule** the country."
     Source: 'The Guardian' **web** site, Lagos, in English 21 Mar 00

11/3,K/14   (Item 14 from file: 20)
DIALOG(R)File   20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

10026815
**Tribune Company and Times Mirror to Merge to Form Nation's Premier Major
    Market Media Company**
BUSINESS WIRE
March 13, 2000
JOURNAL CODE: WBWE   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 1470

     ... two other highly regarded business segments -- Times Mirror
Magazines and Jeppesen, the nation's leading **flight** information company.
While not part of our core media focus, these are strong businesses with...

11/3,K/15   (Item 15 from file: 20)
DIALOG(R)File   20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

09918247 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**News Corporation and Rockwell Collins Form Joint Venture To Establish In
    Flight Network**
BUSINESS WIRE
March 06, 2000
JOURNAL CODE: WBWE   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 908

   (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   video spots to aircraft in flight throughout the world. Web-based
video spots and banner **ads** can also be **delivered** to PC **users** on
 targeted aircraft and airport premises. IFN's onboard equipment will
allow advertising content to be accepted...

... be tailored for aircraft point-of-origin or destination and changed
automatically to accommodate specific **flight** segments or changes in
routing.
    Internet and e-mail capabilities are planned by IFN. This...

11/3,K/16   (Item 16 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
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09186652 (USE FORMAT 7 OR 9 FOR FULLTEXT)
NORTHWEST AIRLINES: Northwest Airlines website tops for usability
M2 PRESSWIRE
January 19, 2000
JOURNAL CODE: WMPR   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 582

    (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   at nwa.com. Fast Trip Finder, Flight and Gate Status, WorldPerks
Mileage Balance and Current **Promotions** sections are prominently
displayed and intuitive to first-time **users** . "A low-graphics link takes
you (quickly!) to a text-based site where further tips...

11/3,K/17   (Item 17 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

08335257 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**Heinz commercials cut the mustard: Untraditional spots a breath of fresh
    air for consumers**
PATRICK ALLOSSERY
FINANCIAL POST, p04
November 22, 1999
JOURNAL CODE: FFP   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 722

    (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   the announcer says "Heinz Tomato Ketchup is very interested in a
relationship with potato chips," **advertising** -aware **viewers** will know
that what he's really saying is that "Heinz strategy is to get **consumers**
to expand their relationship with ketchup to include pouring it over
chips."
    The spot works...

11/3,K/18   (Item 18 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

08249862 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**Mediaplex Partners with SoftCoin to Leverage Offline Purchasing Behavior
    for Online Advertising**
BUSINESS WIRE
November 16, 1999
JOURNAL CODE: WBWE   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 524

... s profile, the advertiser's business data (such as product inventory and pricing), and the **online** campaign's performance. Based on these business **rules** , MOJO serves the most appropriate **ad** to a specific **viewer** in real time. The SoftCoin relationship will allow MOJO to **target users** based on their offline behavior patterns, and provide a much more relevant message to the...

11/3,K/19   (Item 19 from file: 20)
DIALOG(R)File   20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

05904881   (USE FORMAT 7 OR 9 FOR FULLTEXT)
COMPAQ: Compaq provides Presario home PC users with a 'Taxi' to take them Internet shopping
M2 PRESSWIRE
June 25, 1999
JOURNAL CODE: WMPR   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 440

     ... example, can compare prices effortlessly without having to shop around the high street. Taxi also **delivers** offers and **promotions** that over time will recognise the **customers** ' preferences, enabling it to send relevant promotions and offers based on the shoppers' known interests.

11/3,K/20   (Item 20 from file: 20)
DIALOG(R)File   20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

05491174   (USE FORMAT 7 OR 9 FOR FULLTEXT)
Are patents good for e-commerce
BUSINESS LINE
May 27, 1999
JOURNAL CODE: FBLN   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 1166

   (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   acquire patents. Companies that have obtained patents include CyberGold (for its idea of paying Net **users** for **viewing ads**), NetDelivery (for **presenting** utility bills online) and Affinity Technology Group (for real-time loan approval over computer networks...

11/3,K/21   (Item 21 from file: 20)
DIALOG(R)File   20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

05420187   (USE FORMAT 7 OR 9 FOR FULLTEXT)
E-MARKETING: Atlantic 252 launches online trade promotion with interactive game that zaps competition
M2 PRESSWIRE
May 21, 1999
JOURNAL CODE: WMPR   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 437

     ... back to Atlantic 252 by 11 June will have the opportunity to win two free **flights** to New York, San Francisco, Los Angeles or Miami. Atlantic 252 has recently run a...

11/3,K/22   (Item 22 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

04716548 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**Kiosk Software, Inc. Merges With AmeriComUSA, Inc.; AmeriComUSA Chooses
    Kiosk Software to Deliver Multimedia Services to its Existing Internet
    Customers**
BUSINESS WIRE
March 22, 1999
JOURNAL CODE: WBWE   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 1044

    (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   any advertisement, by day, month, or length of campaign, thereby
giving advertisers the ability to **target** specific audience demographics.
These unique features eliminate the "waste **factor** " **presently** being
experienced with **banner** advertising. For the first time, **Internet**
 advertisers' problems with Internet advertising have been solved.
    Microsoft is a registered trademark of Microsoft...

11/3,K/23   (Item 23 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

04715352 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**Adauction.com Introduces Opportunity Exchange for Instant Buys; Advertisers
    Can Now Purchase Ad Inventory Online Around the Clock**
BUSINESS WIRE
March 22, 1999
JOURNAL CODE: WBWE   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 692

    (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   of inventory can vary from run-of-site banners to buttons and
sponsorships. While ad **flights** purchased in Adauction.com's popular
MarketPlace and Tune-In auctions usually run during the following month,
Opportunity Exchange offers unique and flexible **flight** parameters. The
company expects the new service to evolve into a more dynamic pricing model
...

11/3,K/24   (Item 24 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

03028787
**Robocast Partners with American Express Publishing to Showcase Their
    Proprietary "Play Technology"**
BUSINESS WIRE
October 06, 1998
JOURNAL CODE: WBWE   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 543

    ...terms of an agreement signed in March 1993. The company, which also

publishes SkyGuide (a **flight** information directory) and a variety of books, recently launched a custom publishing group. Robocast was...

11/3,K/25   (Item 25 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

03022864 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Digital Insight Adds Target Marketing to Internet Banking
PR NEWSWIRE
October 06, 1998   8:20
JOURNAL CODE: WPRW   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 810

    (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   191,000 home banking customers currently enrolled and active. Target Marketing will allow Digital Insight **clients** to select precisely **targeted** marketing promotions for these **customers** and **present** the selected **promotions** in real time.
    The new product incorporates **rule** -based messaging technology. Using this technology, the **Internet** server can review stored customer information and client-generated business rules to select a promotion...

...an appropriate new rule and message."
    In a typical scenario, a bank might create a **rule** to check whether a customer has registered for bill payment services. If the **customer** has not registered, then the bank's **server** can **deliver** a **promotion** for this product. If the **customer** already uses the bill payment service to pay loans, then the system can **deliver** a **promotion** for refinancing. Such promotions could also include e-mail application forms that could be submitted...

11/3,K/26   (Item 26 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

01780389 (USE FORMAT 7 OR 9 FOR FULLTEXT)
New Media: Industry measures up
BINNUR BEYAZTAS
MARKETING, p13
May 14, 1998
JOURNAL CODE: FMAR   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 329

    (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   agree on standards for online media. The standards will create a common global language for **buyers** and sellers of Net **advertising** .
    At **present** every organisation has its own set of **rules** for buying and selling **Internet** ads, impeding the medium's growth.
    The standards will create a set of benchmarks which...

11/3,K/27   (Item 27 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

01603552 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Skyline Network Technologies to Showcase SpinBox At the ITEC Expo in Baltimore on May 13 & 14
PR NEWSWIRE
May 11, 1998   19:16
JOURNAL CODE: WPRW   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 300

    (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   SpinBox product, a supplier can intelligently target and rotate their products in front of prospective **on - line purchasers** . Content Rotation: **Weighted** rotation of page content with **targeted** rotations of **advertisers** will be **shown** . Using the SpinBox product, a content supplier can rotate between several news stories while rotating **targeted** advertisements within those stories.
    WHAT: Demonstration   of   the   e-commerce   and   content   rotation capabilities
    of...

    11/3,K/28   (Item 28 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

01539649 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Skyline Network Technologies to Showcase SpinBox in Chicago May 6-8 at the @d:tech Conference on Web Marketing
PR NEWSWIRE
May 04, 1998   14:23
JOURNAL CODE: WPRW   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 311

    (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   SpinBox product, a supplier can intelligently target and rotate their products in front of prospective **on - line purchasers** .
    Content Rotation: **Weighted** rotation of page content with **targeted** rotations of **advertisers** will be **shown** . Using the SpinBox product, a content supplier can rotate between several news stories while rotating **targeted** advertisements within those stories.
    WHAT: Demonstration   of   the   e-commerce   and   content   rotation capabilities
    of...

    11/3,K/29   (Item 29 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

01319216 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Sonic Solutions Brings DVD Creation to the Corporate Desktop; New System Delivers In-house DVD Production for Under $40K
BUSINESS WIRE
April 07, 1998   7:19
JOURNAL CODE: WBWE   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 880

    ... Sonic DesktopDVD also includes integrated audio and video transfer capabilities with Media 100 and Avid **nonlinear** video editing systems;

this link avoids generation loss problems inherent in bouncing video to and
...

  11/3,K/30   (Item 1 from file: 610)

00208557 20000306066B4827 (USE FORMAT 7 FOR FULLTEXT)
**(NWS) News Corporation and Rockwell Collins Form Joint Venture To Establish
In Flight Network**
Business Wire
Monday, March 6, 2000 09:02 EST
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 820

...as local and regional advertisers, to deliver
full-motion broadcast video spots to aircraft in **flight** throughout the
world.
Web-based video spots and banner **ads** can also be **delivered** to PC **users**
on
 targeted aircraft and airport premises. IFN's onboard equipment will
allow
advertising content to be accepted...

...be tailored for aircraft point-of-origin or
destination and changed automatically to accommodate specific **flight**
segments
or changes in routing.

Internet and e-mail capabilities are planned by IFN. This...

  11/3,K/31   (Item 1 from file: 613)

00248090 20000118MNTU035 (USE FORMAT 7 FOR FULLTEXT)
**Northwest Airlines Web Site Tops for Usability; Zdnet Says Nwa.Com 'Rises
to The Top'**
PR Newswire
Tuesday, January 18, 2000 13:14 EST
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 537

...wrote. "A straightforward, easily-navigated home page awaits
visitors at nwa.com. Fast Trip Finder, **Flight** and Gate Status, WorldPerks
Mileage Balance and Current **Promotions** sections are prominently
displayed and
intuitive to first-time **users** .

   "A low-graphics link takes you (quickly!) to a text-based site where
further tips...

  11/3,K/32   (Item 2 from file: 613)

00183183 19990927SFM121 (USE FORMAT 7 FOR FULLTEXT)
Intraware Expands Business-to-Business E-Marketplace for IT Professionals, and Establishes Partner Relationships With Hewlett Packard, Macromedia and Novell
PR Newswire
Monday, September 27, 1999 08:00 EDT
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 1,309

...new functionality and
improvements to its IT E-marketplace:

    * Personalized Price Books -- Intraware is providing **customers** with
the
    ability to administer multiple, password-protected **online** price
books
    that are used to **view** negotiated and **promotional** pricing on an
    individual product line basis. These pricing books enable **customers**
to
    complete their **online** orders based on these account-specific
pricing
        rules . The new pricing books are an important new development
because
    software pricing is often informally...

 11/3,K/33   (Item 1 from file: 624)
DIALOG(R)File 624:McGraw-Hill Publications
(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

00769602
THE AIRCRAFT OWNERS AND PILOTS ASSOCIATION
The Weekly of Business Aviation June 17, 1996; Pg 267; Vol. 62, No. 25
Journal Code: BA   ISSN: 0509-9528
Section Heading: INTELLIGENCE
Word Count: 116   *Full text available in Formats 5, 7 and 9*

TEXT:
... AOPA began running newspaper advertisements last week in the Daily
Southside, a suburban newspaper whose **subscriber** base includes the area
surrounding Midway Airport. The **ads** , which **show** the sky over a
suburban neighborhood filled with low-flying aircraft, warn that "75
percent to 80 percent of pilots surveyed said they would switch their
 flights to Midway should Meigs close. That means 40,000 more takeoffs and
landings at Midway per year. Over 109 extra **flights** above your home each
day!"

 11/3,K/34   (Item 2 from file: 624)
DIALOG(R)File 624:McGraw-Hill Publications
(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

0512090
SHUTTLE MAKES FIRST CAPE NIGHT LANDING
Aviation Week & Space Technology September 27, 1993; Pg 25; Vol. 139, No.
    13
Journal Code: AW   ISSN: 0005-2175
Section Heading: Headline News

BYLINE:
JAMES R. ASKER

TEXT:
... NASA and the German space agency DARA were especially pleased by the
ease of replanning **targets** . One **ad** hoc **target** **presented** itself when
amateur astronomers alerted the team to a dwarf nova. Rendezvous and
capture of Orfeus-Spas was the last major task of the mission. **Flight**
controllers praised Culbertson for using significantly less propellant than
predicted to affect the rendezvous on...

11/3,K/35   (Item 3 from file: 624)

BYLINE:
MICHAEL A. DORNHEIM

SPECIAL FEATURE:
... lower when approaching through mountainous areas. Weapons delivery is
usually made from straight-and-level **flight** , instead of terrain-hugging "
pop - up " or "toss" **deliveries** employed by conventional aircraft.

An infrared-emitting **target** reportedly used in training exercises is a
hot tub at a residence, suggesting bombing accuracies...

11/3,K/36   (Item 4 from file: 624)

BYLINE:
Christine Dugas in New York

TEXT:
... music-video programming created by MTV Networks Inc. Others are glossy
mini-epics or futuristic **flights** of fantasy. But this creative
renaissance is firmly rooted in reality: **Advertisers** now realize that
viewers are no longer a captive audience. To keep **people** tuned in, they
must produce better ads.

ZIPPING AND ZAPPING. Before cable TV and videorecorders...

11/3,K/37   (Item 1 from file: 810)
DIALOG(R)File 810:Business Wire
(c) 1999 Business Wire . All rts. reserv.

0728417   BW1076

**NETGRAVITY: Knight-Ridder New Media Utilizes NetGravity Network Solution to
    Manage National and Local Advertising Campaigns; NetGravity AdServer
    Network 3.0 Provides Knight-Ridder Centralized Control for Targeting
    and Reporting Over National Network of Sites**

July 28, 1997

Byline: Business Editors/Computer Writers

    ...com and elHerald.com from The Miami Herald and
el Nuevo Herald.
    A key decision **factor** for Knight-Ridder was how NetGravity's
AdServer **Network** 3.0 enables the central management, **targeting** ,
 delivery , and analysis of **ad** performance across a number of **Web**
sites. With the powerful new reporting features available in
AdServer 3.0, customers such as...

11/3,K/38   (Item 1 from file: 813)
DIALOG(R)File 813:PR Newswire
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1429919   HSM003
**Home Network Rich Media Study Reveals Broadband Advertising Offers More
    Effective Branding and Communications Channel**

DATE: March 1, 1999   09:49 EST   WORD COUNT: 1,079

... for assessing Internet advertising success and the ability to help
advertisers understand and quantify how **consumers view** and use **online
    advertising** .   Actual results may differ materially due to a number of
factors   , including: the technological, operational, and financial
challenges of developing an integrated advertisement that subscribers find
...

11/3,K/39   (Item 2 from file: 813)
DIALOG(R)File 813:PR Newswire
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1197039   CHTU003
**Nando.net Switches To Accipiter For Advertising Delivery Across Network Of
    Newspaper Web Sites**

DATE: December 9, 1997   08:01 EST   WORD COUNT: 515

...news and information from around the world every three to six minutes. A
key decision **factor**   for Nando was how the **network**   version of
Accipiter's AdManager enables the centralized management, **targeting** ,
 delivery   , and analysis of   **ad**   performance across a number of **Web**

sites.

"We are pleased to offer a solution to effectively manage the national and local...

11/3,K/40   (Item 1 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

02024369   Supplier Number: 69298151   (USE FORMAT 7 FOR FULLTEXT)
D-I-Y FOR ALL AGES.
KING, ADAM
Do-It-Yourself Retailing, v180, n1, p43
Jan, 2001
ISSN: 0889-2989
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 5766

...   savvy than Boomers (50 percent compared to 32 percent), making the Swing generation a strong **target** for **promotions** or information **delivered** via **Internet** or e-mail.
     THE X **FACTOR**
     Generation Xers, those who are between 24 and 35 years old, are the driving force...

11/3,K/41   (Item 2 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01993632   Supplier Number: 66705261   (USE FORMAT 7 FOR FULLTEXT)
Continental Clicks with Users.(successful banner ads)(Brief Article)
Beirne, Mike
Brandweek, v41, n42, p8
Oct 30, 2000
ISSN: 1064-4318
Language: English   Record Type: Fulltext
Article Type: Brief Article
Document Type: Magazine/Journal; Trade
Word Count: 240

...   Money, CBS Marketwatch and others. Rather than taking clickers to another site, one rich-media **banner** expanded to **show** a cabin full of passengers. Those clicked upon by **users** disgorged biting Big Apple humor (sample: there's more room in the overhead bins than in my apartment). A **flight** finder banner enabled users to check on fares to destinations flying from Newark Airport without...

...user meaning visitors were spending time with the brand and gathering info about products like **flight** status notification and electronic booking, said Novo market strategist Gene Fischer.

11/3,K/42   (Item 3 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01944167   Supplier Number: 63867787   (USE FORMAT 7 FOR FULLTEXT)

Buying on a Budget; For mid-range marketers without the clout of a GM or
   P&G, opportunities come via tight targeting and willingness to strike in
   a hurry.
Neff, Jack
Advertising Age, v71, pS20
July 31, 2000
ISSN: 0001-8899
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1341

...   An early run of print ads from DDB Worldwide, New York, broke in
July in- **flight** magazines, with plans for airport **display   advertising**
this fall.
     TV advertising, too, will be pitched to **consumers** most likely to
provide feedback. Although Mr. Nazzaro says the specifics of the TV buy...

 11/3,K/43   (Item 4 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01911233   Supplier Number: 62737291   (USE FORMAT 7 FOR FULLTEXT)
STRIPTEASE.(R&R Partners Sells the Vegas Dream)(Statistical Data Included)
VOIGHT, JOAN
ADWEEK Eastern Edition, v41, n24, p44
June 12, 2000
ISSN: 0199-2864
Language: English   Record Type: Fulltext
Article Type: Statistical Data Included
Document Type: Magazine/Journal; Trade
Word Count: 2654

...   look-alike Queen of England playing craps in a casino to promote
Virgin Airlines' new **flights** to Vegas. When Time ran a cover story last
fall about **people** planning to stay home for New Year's Eve, the shop shot
off a tourism **ad   showing** the magazine cover next to the headline, "Are
you going to stand for this?"
     "We...

 11/3,K/44   (Item 5 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01910545   Supplier Number: 53413173   (USE FORMAT 7 FOR FULLTEXT)
Newswire.
Brandweek, p12(1)
Oct 5, 1998
ISSN: 1064-4318
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 283

   (USE FORMAT 7 FOR FULLTEXT)
TEXT:
New print **ads** for Pony Express **Delivery** Services, via Atlanta agency
Sawyer Riley Compton, **target** business **users** and highlight company
heritage and tradition of trustworthiness, reliability and flexibility...
Marriott Rewards will award...

...is offering triple WorldPerks miles on business and first class travel on Northwest and KLM **flights** , plus double miles on coach class through Oct.31. Customers who book online receive an...

11/3,K/45   (Item 6 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)

01906201   Supplier Number: 62406199 (USE FORMAT 7 FOR FULLTEXT)
Irish consumer protection regulations extended to airline advertisements.(Brief Article)
Airline Industry Information, pNA
June 1, 2000
Language: English   Record Type: Fulltext
Article Type: Brief Article
Document Type: Magazine/Journal; Trade
Word Count: 106

     The Irish government has launched a campaign to crack down on airlines placing **advertisements** that do not **show** the true cost of **flight** tickets, such as not including taxes.
     Tom Kitt, the Irish **Consumer** Affairs Minister, has indicated that consumer protection regulations will be extended to cover airline advertisements...

11/3,K/46   (Item 7 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)

01870475   Supplier Number: 60804441 (USE FORMAT 7 FOR FULLTEXT)
In Flight Net promises more than peanuts.(Brief Article)
Kerschbaumer, Ken
Broadcasting & Cable, v130, n11, p66
March 13, 2000
ISSN: 1068-6827
Language: English   Record Type: Fulltext
Article Type: Brief Article
Document Type: Magazine/Journal; Trade
Word Count: 440

...   limited to Fox or News Corp. content."
     The content can be specifically tailored to a **flight** or destination, making it what Wales believes will be a useful outlet for a variety...

...flying to a computing show, for example, can give programmers like CNET the type of **viewership** they're seeking. **Advertisers** also will have the means to reach a more **targeted** audience as well.
     The system will transmit information to aircraft in two ways. On the ...

11/3,K/47   (Item 8 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)

01861525   Supplier Number: 60047370 (USE FORMAT 7 FOR FULLTEXT)

Forget about wired, the future is wireless ;wirelessmarketing: New technologies let marketers target users at point of purchase.
Williamson, Debra Aho
Advertising Age, v71, pS18
March 6, 2000
ISSN: 0001-8899
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1281

...   and match the possibilities, Qualcomm executives say, and it is conceivable that Eudora eventually could **deliver** geographically **targeted ads** and content to wireless devices. "I think it's inevitable that you will see ad...

...Winkler says. A LONG-TERM PLAY United Airlines has a similar viewpoint; while it offers **flight** status information over wireless devices, the airline doesn't expect to send marketing messages over...

11/3,K/48   (Item 9 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01736765   Supplier Number: 54140997 (USE FORMAT 7 FOR FULLTEXT)
Getting to know your Web customers.(Digital Insight's new Web marketing product for banks)
Campbell, Mile
Bank Marketing, v31, n1, p42(1)
Jan, 1999
ISSN: 0888-3149
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 598

...   services for financial institutions, has come up with a solution. They recently introduced a new **target** marketing product for **Internet** banking that enables financial institutions to **present** individually **targeted** marketing **promotions** to **customers** through the institution's own branded **Internet** banking channel.
    The new product incorporates **rule** -based messaging technology. The **Internet   server** can review stored customer information and client-generated business rules to select a promotion most...

...an appropriate new role and message."
    In a typical scenario, a bank might create a **rule** to check whether a customer has registered for bill payment services. If the **customer** has not registered, then the bank's **server** can **deliver** a **promotion** for this service. If the **customer** already uses the bill payment service to pay loans, then the system can **deliver** a **promotion** for refinancing.
    "The more the institution and **customer** interact over time," Mr. Fiore added, "the more precise marketing efforts can become. A bank...

11/3,K/49   (Item 10 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01711978   Supplier Number: 53522091 (USE FORMAT 7 FOR FULLTEXT)
Language Still May Be The Message When Marketing To Latino Consumers.

...   Americans perceive the airline as efficient but cold. "Warmer"
promotions to reach out to Hispanic **consumers** include a new TV **ad**
designed to **show** American's human side by depicting a series of Hispanic
families reuniting with hugs at the airport while a smiling **flight**
attendant looks on. At the end of the ad, the attendant meets her family,
too...

11/3,K/50   (Item 11 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

ABSTRACT:
...after five years. The UK Air commercials, which target leisure
travellers, promote discounts available on **flights** to Paris, France,
Milan, Italy, Rotterdam, the Netherlands and Amsterdam, the Netherlands. A
total of...

...commercials show humorous features on the highlights of every
destination. As part of Mediastar's **targeted** media plan, the **ads** are
shown on News at Ten and Channel 4 News only.
...

11/3,K/51   (Item 12 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

...   benefit or image ads without any promotional offer. They might drop
an FSI during the **flight** to try to get better **display** /feature **ad**
space; but any sales **person** will tell you the trade doesn't place the
kind of importance on FSIs that...

...Why? Because they don't see any appreciable impact on volume in their
store. Advertising **flights** generally help secure feature ads and possibly
displays. But everybody does that and the trade...

11/3,K/52   (Item 13 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)

01397450   Supplier Number: 44145049   (USE FORMAT 7 FOR FULLTEXT)
ADVERTISING: American Images 'Un-fare' Ads
Brandweek, v0, n0, p8
Oct 4, 1993
ISSN: 1064-4318
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 292

...   momentarily, in favor of a $30-$40 million corporate image
campaign.
     Business travelers are the **target** of two spots that break this week
during network sports and Sunday morning news **shows** . The **ads**   are
unusual in that they address such primordial traveler concerns as safety
and weather delays - unusual subjects for an industry that focuses on
flight amenities when not touting price cuts.
     One spot shows how American employees don't dodge...

11/3,K/53   (Item 14 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)

01352449   Supplier Number: 43709641   (USE FORMAT 7 FOR FULLTEXT)
NEW CAMPAIGNS: Chiquita Bananas: DAILY ROUTINE
ADWEEK Eastern Edition, v0, n0, p34
March 15, 1993
ISSN: 0199-2864
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 215

...   Wolfson
     ART DIRECTOR
     Mike Ward
     COPYWRITER
     Lou Schiavone, Vicki Carpenter
     DIRECTOR
     Elma Garcia, MJZ Productions
      CLIENT
     Chiquita Tropical Products
     Remember **ads** for bananas that **showed** health club denizens eating
bananas to replace nutrients? It all seems like a very long...
...of a total healthy lifestyle. In one spot, a 29-year old, who climbs 16
flights of stairs each workday instead of using a stair machine, explains
how a banana per...

11/3,K/54   (Item 15 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)

01335586   Supplier Number: 43525585
CBS Combines TV, Radio for Delta Promo

Inside Media, v4, n23, p22
Dec 15, 1992
ISSN: 1046-5316
Language: English   Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:
...the New York market area. The promotion markets the fact that Delta has
more daily **flights** to Europe and to more European locations than any
other airline. The Great Atlantic & Pacific Tea Company is also involved in
the **promotion** . At POP **displays** at all A&P outlets in the New York
market area, **customers** can sign up for the giveaway of the Delta tickets
on WCBS-TV. The TV...

11/3,K/55   (Item 16 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01276912   Supplier Number: 42927730
P-O-P Ads Go Out Of This World - And Back Again
Marketing (Canada's Weekly Newspaper of Marketing Communications), v97, n16
, p3
April 20, 1992
ISSN: 0025-3642
Language: English   Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:
MediaSat Storecast Network is testing is new in-store music and **ad**
-messaging service, **delivered** via satellite, in a number of **Shoppers**
Drug Mart stores in the Toronto (Canada) area. Additional testing is
planned by the joint...

...service involves distribution of the prepared program to stores by
transmission through a satellite. A ' **flight** ' lasting 4 weeks, which can
be booked on a first-come basis that can provide...

11/3,K/56   (Item 17 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2004 The Gale Group. All rts. reserv.

01265565   Supplier Number: 42818818   (USE FORMAT 7 FOR FULLTEXT)
Traffic Control System Gains Among Nets
Multichannel News, v13, n10, p28
March 9, 1992
ISSN: 0276-8593
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 680

...   A&E has added to the original package are a 13-week flow chart that
shows weekly **ad** **flight** patterns and a contract change notice that
clarifies for ad **buyers** "what you had, what you have now and why it
changed," Kay said, explaining that...

11/3,K/57   (Item 18 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)

01136665   Supplier Number: 41564363
Kodak plans $30M push for photo-to-CD system
Advertising Age, v0, n0, p54
Sept 24, 1990
ISSN: 0001-8899
Language: English   Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:
...considered for the campaign -- whose tentative themeline is 'The future
of memories' -- are print, in- **flight** magazine and network **ads** and
airport **displays** . The Photo CD system will allow **people** to use a TV set
to view still photos transferred from 35mm negatives onto compact...

11/3,K/58   (Item 19 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)

01112836   Supplier Number: 41365847
Consumers Save With Weight Watchers and Butterball
Sales Pro, v117, n0, p20-21
June, 1990
Language: English   Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:
Weight Watchers Intnl and Swift-Eckrich are targeting their products at
calorie-conscious **consumers** . Cents-off coupons and a light potato salad
recipe are **shown** in an **ad** **distributed** in freestanding inserts in
Rochester, NY. This seasonal-themed promotion debuted 5/6/90 and...

11/3,K/59   (Item 20 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)

01073987   Supplier Number: 40981496
HBO pushes image
Advertising Age, v60, n45, p6
Oct 16, 1989
ISSN: 0001-8899
Language: English   Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:
...the ad budget in 1989 and the remainder to support 21 weeks in 5 ad
flights in 1990. The company will allocate 90% of its budget to network TV
advertising, with...

...advertising to discount promotions such as free installation in 1985,
but a series of tests **showed** image **advertising** was most effective in
attracting **subscribers** . The company will continue to advertise discount
promotions, however, in local radio and TV ads...

11/3,K/60   (Item 21 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)

01047519   Supplier Number: 40708652
Kodak, Polaroid back promotions
Advertising Age, v60, n10, p56
March 6, 1989
ISSN: 0001-8899
Language: English   Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:
...spending $10 mil on the 'Frequent Smileage' promotion campaign that
awards free intl Pan Am **flights** . Purchases of Polaroid products will earn
buyers dollar-value points toward Pan Am intnl **flights** . Proof-of-purchase
seals are redeemed under the program for no more than 2 tickets that can be
used through 5/31/90. Print ads in **People** , TV Guide and Reader's Digest,
on-pack **ads** and in-store **displays** support the **promotion** , handled by
Eastern Executives. Initially print ads will urge **consumers** to enroll in
the program, then in 6/89 the focus will shift toward instant...

 11/3,K/61   (Item 22 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)

01034875   Supplier Number: 40560361
Reference Software Runs Contest For Its Grammar Checker
Marketing Computers, v8, n11, p20
Nov, 1988
ISSN: 0895-5697
Language: English   Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:
...grammar quiz. The ads challenge the reader to spot 25 grammatical errors
in the letter **shown** in the **ad** . The product is directed at business and
technical **users** , students and educators. The ad appeals to those who wish
to improve writing skills, and...

...computer industry-related magazines, the ad is running in American Way,
American Airline's in- **flight** magazine, which is generating a high number
of responses.   ...

 11/3,K/62   (Item 23 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)

01030636   Supplier Number: 40447946
Businesses hit with four-part promo
Bank Advertising News, v12, n45, p5
July 18, 1988
ISSN: 0274-7111
Language: English   Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:
...pun headline. The magazine ads appear in Arizona business magazines and
America West Airlines' in- **flight** book. The bank's supportive role in
companies' paths to success is mentioned, as is...

...Talk,' runs five days a week and features a local DJ and interviews with business **persons** . Valley National is mentioned 3 times in the show. Because the bank promotes the **show** with newspaper **ads** using the radio station's call letters and logo, costs may eventually be shared. Newspaper ...

11/3,K/63   (Item 24 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
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00003294   Supplier Number: 47846851   (USE FORMAT 7 FOR FULLTEXT)
PointCast Direct offers per-click ad banner model
Riedman, Patricia
Advertising Age, p26
July 21, 1997
ISSN: 0001-8899
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 601

...   A per-click model makes sense for it, he added, because PointCast sends content to **users** , making it impossible to report **Web** page **views** to **advertisers** .
     'I think within their **parameters** it makes sense,' Mr. Neufeld said. It can help PointCast attract new clients and, ultimately...

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